

1973

SYNDICATE DIRECTORY

FEATURE INDEX • AUTHORS • ARTISTS • COMICS • COLUMNS • SYNDICATES

AN E&P PULL-OUT SECTION

JULY 28, 1973

Editor & Publisher

48TH ANNUAL DIRECTORY OF SYNDICATED SERVICES

LOOK NO FURTHER
FOR THE BEST IN COLUMNS

NATIONAL AND WORLD AFFAIRS

Jack Anderson, Washington Merry-Go-Round
 Jack Anderson's Weekly Special
 Marquis Childs, Washington Calling
 Ernest Cuneo, National Whirligig
 Col. Robert D. Heinl, Of Arms and Men
 Victor Lasky, Say It Straight
 John D. Lofton, Jr.
 Frank Van Der Linden
 Martin F. Nolan, The Nation
 Virginia Payette
 Henry J. Taylor
 William S. White

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 Trixie Belmont, Ladies First
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 Isabelle Shelton, Mirrors of Washington
 Bill Vaughan, Senator Soaper
 Bill Vaughan, Vaughan at Large

BUSINESS AND FINANCE

Don G. Campbell, Daily Investor
 Don G. Campbell, Mutual Funds
 Gerald M. Loeb, Loeb on Wall Street
 Lou Schneider, Trade Winds

CONSUMERISM

Margaret Dana, Before You Buy
 Margaret Dana, Consumer Question-Box
 Sidney Margolius, For the Consumer
 Betty Yaron, Family Finance

HEALTH, EDUCATION & WELFARE

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 Dr. Eugene Scheimann, Let's Stay Well
 Theodor Schuchat, Retirement Report
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 John Wykert, Insight

FOOD AND DIETING

Marian Burros, Chef Marian
 Barbara Gibbons, Slim Gourmet
 Robert J. Misch, Eat, Drink & Be Merry

BEAUTY AND FASHION

Marian Christy, After a Fashion
 Florence de Santis, Fashion, Face & Figure

HOUSE AND HOME

Gerry Bishop, House Plans
 Genevieve Fernandez, Interior Decorating
 Emily Malino, Design for People
 Roger Whitman, First Aid for the Ailing House
 Fashionette Patterns, Sewing

TV AND FILMS

James Bacon, Hollywood Hotline
 Al Kilgore, TV Starscreen Puzzle
 Dan Lewis, With Dan Lewis
 Cliff Rogerson, TV Laifs
 Richard K. Shull, TV Time Answer Man
 TV Time Film Source Book
 TV Time Previews
 TV Time Service

YOUTH AND ADVICE

Jean Adams, Teen Forum
 Pop Scene Answer Man
 John Keasler, By George!
 Barbara Lewis, Pop Scene Service
 Susie McDougal, Susie Mac

SPECIALTY COLUMNS

Ira G. Corn, Jr., The Aces
 Robert W. Irvin, Driver's Seat
 Martin Levin, Ask Anybody... Anything
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 Alice Scott, Pets and Their People
 Jack Strauss, What's the Law?
 Stella Wilder, Your Birthday

PUZZLES AND WORD GAMES

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Newsfeatures

In-depth analysis and reportage by NEA's staff of writers. III. Daily

Graphics

Pictures, maps, charts, illustrations from the art and cartographic staffs. Daily

Color

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preparedness material in easy to use forms.

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Joan Ryan, women's point of view on sports. 1w

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Commentary

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Family/Women's Interests

Polly Cramer's household hints. 5w
Helen Hennessy on fashion and women's interests. 2w
Aileen Claire and Gaynor Maddox on food. 5w
Carlton Smith on consumer affairs. 1w
"Young Original" patterns. 1w
Joanne Schreiber on sewing alternates with Judy Love on knitting. 1w
Money Clips, coin column by Mort Reed. 1w
Do-It-Yourself handyman ideas. 1w
Jean Barnes on collecting and antiques. 1w

Sidebars

Crossword puzzle. 6w
Thoughts, page brighteners. 5w
Barbs, editorial paragraphs by Phil Pastoret. 5w
World Almanac Facts. 5w

Daily and Sunday Comic Strips

* Sunday only

** Daily only

Alley Oop by

Dave Graue

Amanda Panda by Course and Millie Bugs Bunny Campus Clatter by Larry Lewis Captain Easy by Crooks and Lawrence Eek & Meek by Howie Schneider Frank and Ernest by Bob Thaves

Johnny Wonder

* Polly's Pointers and Patterns

Priscilla's Pop by

Al Vermeer

Sgt. Stripes... Forever

by Bill Howrilla

Short Ribs by

Frank O'Neal

The Born Loser by

Art Sansom

* This week in Astrology

Winthrop by Dick Cavalli

Daily and Sunday Comic Panels

Berry's World

Carnival by Dick Turner

** Funny Business by

Roger Bollen

Our Boarding House by

McCormick and Carroll

Out Our Way by

Neg Cochran

** Side Glances by

Gill Fox

Enterprise Features

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column by Bernice

Bede Osol. 7w

Shelby Lyman on

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Kevin P. Phillips—The man who discovered America's Silent Majority is uniquely qualified to report on the politics of the '70 s. 3tw.

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John P. Roche's A Word Edgewise...—Professor of Politics and History, former White House adviser, a liberal even conservatives respect. 3tw.

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Nicholas von Hoffman—The irreverent and unpredictable columnist of The Washington Post. 3tw.

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Bert Bacharach's Now See Here!—Interesting information about every topic under the sun. 4tw.

WASHINGTON COLUMN

Marianne Means' Washington—Her columns often become the next day's front-page headlines. 3tw.

DAILY COMIC STRIPS AND SUNDAY COLOR PAGES

Archie—Bob Montana's teen-agers, in 728 newspapers and a smash hit on TV and in records. D&S.

Barney Google and Snuffy Smith—Fred Lasswell's comic classic, a readership builder in 742 newspapers. D&S.

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Big Ben Bolt—John Cullen Murphy's adventure-packed stories and superb art. D&S.

Blondie—Undisputed champ of newspaper features. In 1653 newspapers. By Dean Young and Jim Raymond. D&S.

Boner's Ark—Mort (Addison) Walker's delightful animals with human foibles. D&S.

Brick Bradford—A fascinating fantasy strip by Paul Norris. D&S.

Bringing Up Father—The domestic brawls of Maggie and Jiggs, portrayed by Kavanagh-Fletcher-Camp. D&S.

Buz Sawyer—Roy Crane's exciting exploits of a trouble-shooter. In over 500 newspapers. D&S.

Dr. Kildare—Books, films and a TV series helped make this young medic famous. And the strip has Ken Bald's realistic art. D&S.

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Dooley's World—A refreshingly unique comic strip with sophisticated appeal for the AWARE Generation. By Roger Bradfield. D&S.

Etta Kott—Etta's dates and doings mirror teen-age life hilariously. By Paul Robinson. D.

Flash Gordon—Where to after the moon? Masterfully written and drawn by Dan Barry. D&S.

The Flop Family—A running series of rib-tickling gags by Swan. D.

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Hägar the Horrible—Dik Browne's fun strip featuring a barbarian businessman specializing in sacking and looting. D&S.

Half Hitch—Hank Ketcham's comic strip starring the wackiest shipmates of the New Navy. D&S.

*tw indicates times weekly

Continued ►



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Johnny Hazard—Cloak and dagger escapades by a daring counterspy. Frank Robbins' great stories and art. D&S.

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Little Iodine—Starring the brat of all brats. By Bob Dunn and Hy Eisman. S.

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Mandrake the Magician—With his partner, Lothar, Lee Falk's master of magic participates in fantastic adventures. D&S.

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Mr. Abernathy—He has money by the ton and girl friends galore. By Ralston Jones and Frank Ridgeway. D&S.

Moose Miller—He works hard—but only at getting laughs. By Bob Weber. D&S.

Mugs and Skeeter—Warm, human and nostalgic pranks of two youngsters. By Wally Bishop. D.

Nubbin—Delightfully daffy repartee of Nubbin and his animal friends. By Jim Burnett and Henry Boltinoff. D.

Pattern Party—The latest fashions in full color, to draw women into your comic supplement. S.

The Phantom—An adventure strip famous throughout the world. By Lee Falk and Sy Barry. In over 500 papers. D&S.

Popeye—One of the best-known of all comic characters. By Bud Sagendorf. D&S.

Prince Valiant—Hal Foster's renowned adventure classic. S.

Professor Phumble—Bill Yates's absent-minded professor. D.

Quincy—Ted Shearer's warm and humorous strip starring a Black youngster from The Inner City. D.

Redeye—The wackiest Injun in the mild mild West. By Gordon Bess. D&S.

Rip Kirby—A fast-paced adventure, starring the suave detective Rip Kirby. By John Prentice and Fred Dickenson. D.

Scamp—Walt Disney's cute canine star gives readers a case of puppy love. D&S.

Secret Agent Corrigan—Top-drawer stories and art, featuring the famed FBI Agent. By Al Williamson and Archie Goodwin. D.

Sesame Street—The internationally acclaimed children's feature, by Cliff Roberts and the Children's Television Workshop. D&S.

The Small Society—Brickman's satirical pokes at politicians, the generation gap and life in general. D&S.

Steve Canyon—The world's most famous adventure strip, superbly written and drawn by Milton Caniff. In 638 papers. D&S.

Tiger—Bud Blake's wonderful kids. Delightful humor and superb drawing. D&S.

Tim Tyler's Luck—Lyman Young's jungle adventure story pitting two youngsters against bad men and beasts. D.

Treasury of Classic Tales—Walt Disney's exciting stories for all age groups. S.

Tumbleweeds—Tom K. Ryan's modern spoof of the Wild West. D&S.

Wee Pals—Morrie Turner's delightfully funny strip featuring an integrated group of kids. D&S.

DAILY PANELS AND SUNDAY COLOR PAGES

Believe It or Not!—One of the world's best-known features. D&S.

Children's Letters—A unique and charming feature. By Stuart Hample. D.

Hazel—Ted Key's beloved maid of magazine and TV fame. D.

Hubert—The roly poly little scourge of all mothers-in-law. D&S.

Laff-A-Day—Big name cartoonists getting big laughs. D.

Laugh It Off—Syd Hoff's great small-space panel. D.

Laugh Time—Bob Schroeter's delightfully funny panel. D.

The Little Woman—Both husbands and wives love Don Tobin's witty portrayals of their differences. D&S.

The Lockhorns—The kookiest, quarrelsome couple in the comics. By Hoest. D&S.

Office Hours—Goes big with "white collar" readers. By Cy Olson. D.

Ponytail—The delight of the teen-age set. By Lee Holley. D&S.

Queenie—Every male reader wants a date with this cute bombshell. By Phil Interlandi. D.

They'll Do It Every Time—The world's favorite pin-up feature. By Bob Dunn and Al Scaduto. D&S.

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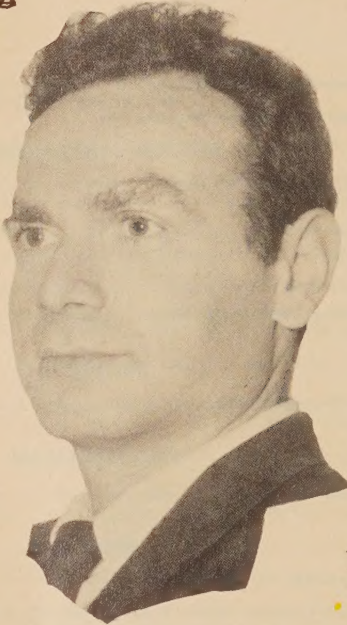
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Money in Your Pocket—
Martha Patton
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Consumer Q and A—Bess Myerson

CHILDREN

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Saul Kapel, M.D.
Young & Healthy—Frank Falkner
Junior Jumble—Lee & Arnold

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Dick Tracy
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Friday Foster
Catfish
Brenda Starr
Li'l Abner
On Stage
Lolly
Little Orphan Annie
Gasoline Alley
Dondi
Winnie Winkle
Animal Crackers
Moon Mullins
MacDivot
Gil Thorp
Rick O'Shay
Louie
Polly
Signs of the Times
Ambler
The Secret Heart

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Capitol Stuff
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Martin Poriss
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Creative Crafts

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Help—Ellen Peck and
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Designing Woman—
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Ask Dr. Bicycle
Doing the Right Thing—
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Headlines by Kenneth
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When I Was a Boy—Jim Hausman
People, Etc.

MOVIES, TELEVISION, THEATER
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Movie Reviews—Rex Reed
Movie Reviews—Gene Siskel
Celebrity Cookbook—Johna Blinn
Hollywood, TV Report—
Norma Lee Browning
Theater Letter
Double Take—Gerald Nachman

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Fortune Kookies
Thoughts of Man
Simpkins
Farriswheel
The Neighbors
Laughing Matter
Seventeen
Today's Laugh
Still Life
Church Humor
The Cartoon Bug
Jenny

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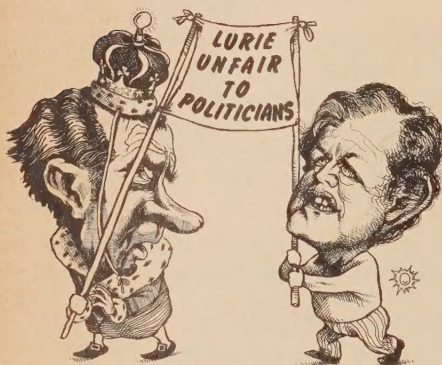
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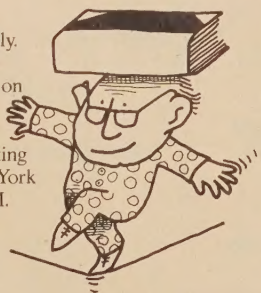


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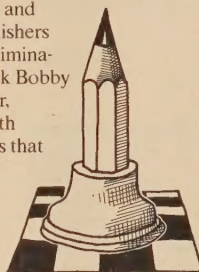
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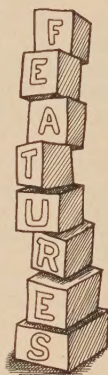


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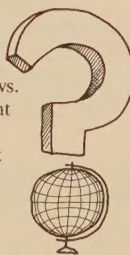
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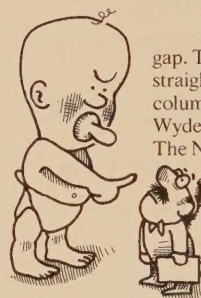
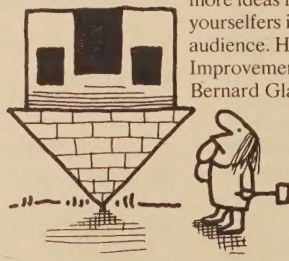
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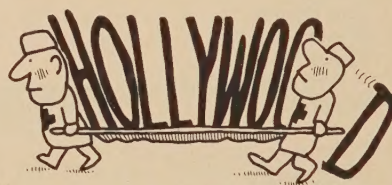
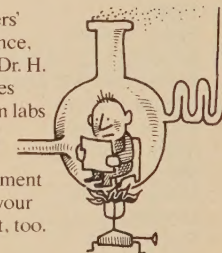


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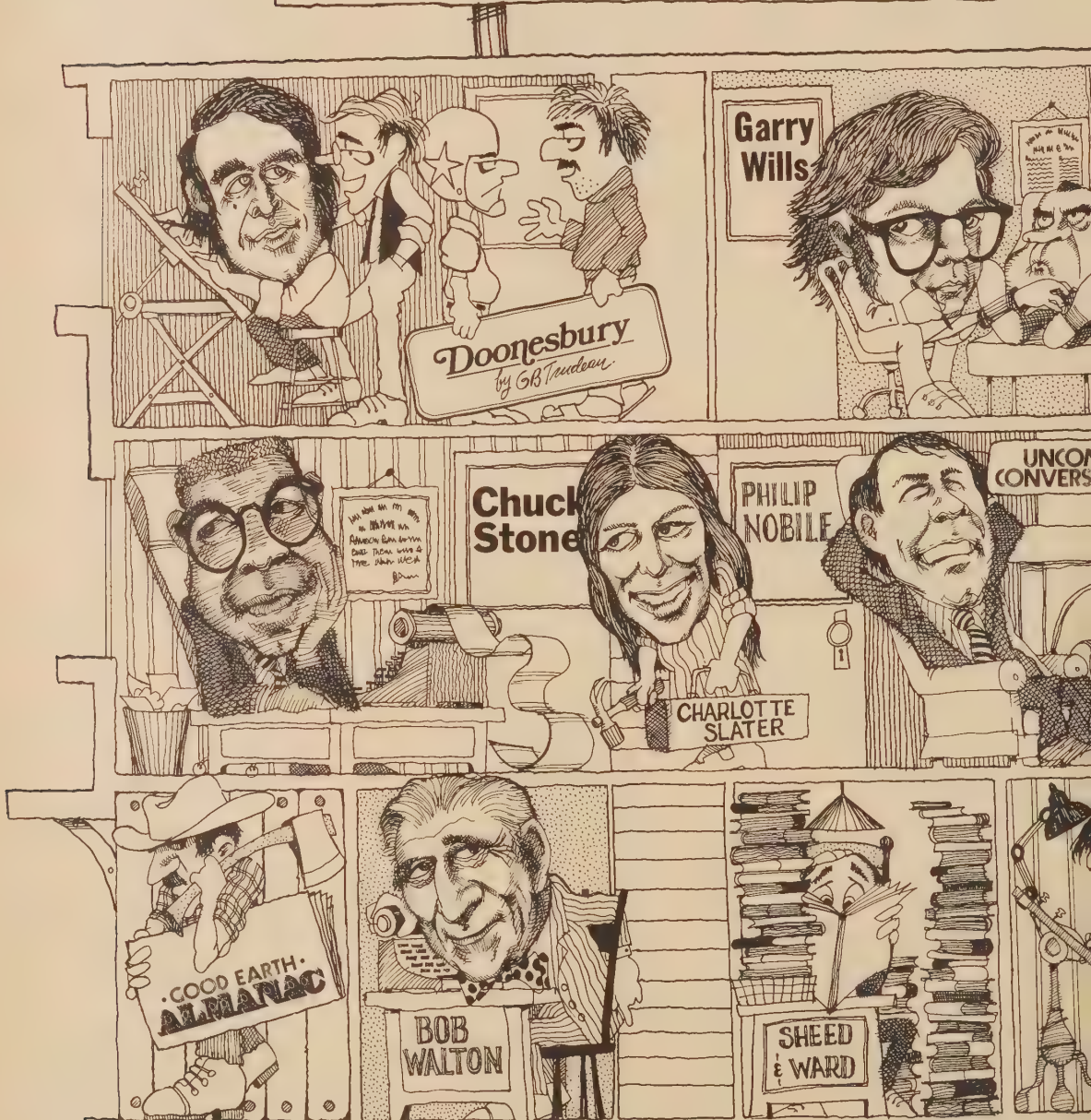
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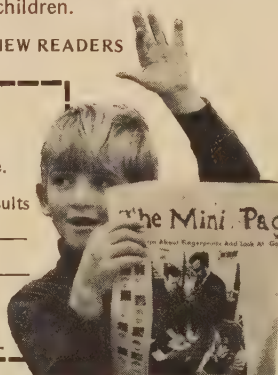
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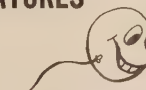
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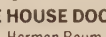
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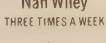
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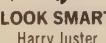
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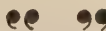
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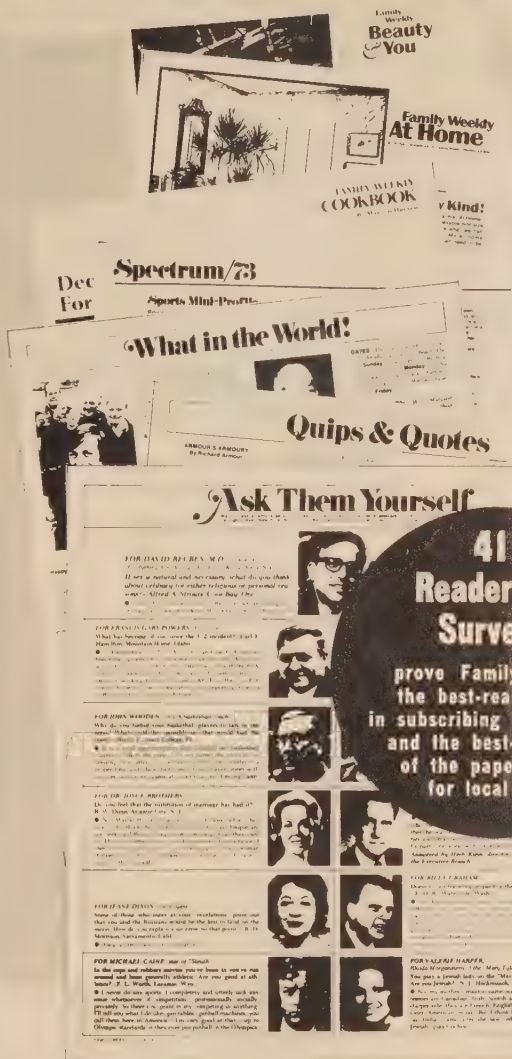
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-  **Pat Oliphant** — Pulitzer Prize-winning cartoonist of the Denver Post, 1972 Reuben Award. Three and four columns wide. **5**
-  **Corky Trinidad** — Asian point of view by Philippine-born cartoonist for the Honolulu Star-Bulletin. Three columns wide. **2**
-  **Ben Wicks** — Small panel designed for page one or editorial section by Toronto artist. One or one and one-half columns. **8**
-  **Caricature Service by Dick Wright** — Initial package of 100 newsmakers caricatures. Two new caricatures each week. **2**
- Party Politics** — See Cartoon Strips

ENTERTAINMENT

-  **Joyce Haber** — Five releases each week on a new Hollywood by filmland's best columnist. **5**
-  **Marvin Kitman** — Newsday's satirist of the '70s uses TV as springboard for his humor. Fine in any section of the paper. **2**

-  **Cecil Smith Television Column** — Nation's top TV columnist writes incisive reports. Two are with art. 3
-  **Shows to Watch by Paul Henniger** — Capsule summaries of the upcoming week's top shows, plus bonus backgrounders. 7
- TV Tee Hees** — See Cartoons and Panels.

ENVIRONMENT

-  **Jeff Stansbury and Edward Flattau** — Early alert reports called Our Environment from team in forefront of ecology battle. 2

ETIQUETTE

-  **Amy Vanderbilt's Etiquette** — World's leading authority on mannered living writes high-readership releases. 6

FOOD

-  **Fast Gourmet by Poppy Cannon** — World-famous cooking expert on easy-to-fix dishes. 3

Food and Your Health — See Health

-  **Skillet Club by Frank Kohler** — Easy-to-follow recipes by a male writer who is a favorite with many women. 1

HEALTH

-  **Child Care by William G. Crook, M.D.** — Pediatrician-author provides enlightenment on care of children. 6

-  **Food and Your Health by Fredrick J. Stare, M.D.** — Nation's leading expert on nutrition. 2

-  **For Better Health by S. L. Andelman, M.D., M.P.H.** — Top authority reports on wide variety of medical subjects. 6

-  **Medical Memos by H. L. Herschensohn, M.D.** — Crisply written releases in space-saving and flexible format. Illustrated. 5

HOUSEHOLD, DO-IT-YOURSELF

-  **Dottie Decorates by Dorothy and Harry Brown** — All phases of home decorating covered in this panel. 1

-  **Easi-Bild Woodwork Patterns** — Full-size woodworking patterns with art on everything for the home. 1

-  **Handy Family by Lloyd Birmingham** — How-to-do-it strip features fine items for the home. 1

Home Line — See Women's Pages

-  **Homeowners' Money Savers by Douglas Tuomey** — Reports ways to save money on house, home projects. 2

-  **Thrifty Nifty by Helen Robertson** — One-column panel of food and household ideas. 6

-  **Your Home by Carolyn S. Murray** — Illustrated columns on home and furniture by Los Angeles Times Home Magazine editor. 2

HUMOR

-  **Art Buchwald Column** — Here is America's greatest humor columnist. 3

-  **John Crosby** — Lighthearted views, via London, from the delicate writing genius of this erstwhile TV columnist. 1

-  **Daffinitions by Paul Gilbert** — Five short humorous definitions each day, six times a week. 6

-  **Today's Chuckle** — Rated most successful newspaper feature in America today. Daily page brightener. 8

-  **Weekend Chuckles** — Humor with bright art. Ideal for magazine sections. 1

-  **Robert Yoakum** — Another Look author serves up abundant doses of light, bright humor twice a week. 2

OPINION COLUMNS

-  **Joseph Alsop** — Distinguished reporter and journalist who hops to world trouble spots. 3

-  **Harry S. Ashmore** — Candid, provocative and controversial reports on the state of today's civilization. 1

-  **Tom Braden** — The new liberal voice of the loyal opposition with fresh, in-depth commentary. 3

Art Buchwald — See Humor

-  **Norman Cousins** — Editor, author, newspaper columnist looks at world from vantage point of wide experience, reporting. 1

John Crosby — See Humor

-  **Roscoe Drummond** — Famous writer has inside sources for big political stories and Washington news. 3

-  **Lt. Gen. Ira C. Eaker** — National security affairs column by knowledgeable military leader. 1

Jim Fiebig — Short, sophisticated column of wit, poignancy and warmth. 3

-  **Clayton Fritchey** — Newsday's Washington columnist writes in liberal tradition of onetime associate, Adlai Stevenson. 3

-  **Ernest B. (Pat) Furgurson** — Baltimore Sun columnist reports from Washington scene, but also covers modern Americana. 3

Sen. Barry Goldwater — Distinguished statesman writes hard-hitting, topical and informative reports. 1

-  **Sandra Haggerty** — On Being Black column is ideal for week-end editorial, or feature sections. 1

-  **Paul Harvey** — One of America's most popular columnists reports on the world scene. 3

Jenkin Lloyd Jones — Timely and thoughtful views on global affairs that are rich in historical perspective. 1

-  **Russell Kirk** — One weekend and three weekday columns from one of the nation's top conservative literary talents. 4

Max Lerner — New York Post's tough-minded, realistic liberal who calls his shots fearlessly. 3

Max Rafferty — Thought-provoking, stimulating and controversial columns. 2

Jeff Stansbury and Edward Flattau — See Environment

-  **Nick Thimmesch** — Washington columnist with fair and impartial opinions. Has access to high Administration officials. 3

Harriet Van Horne — Controversial writing by top female columnist of New York Post. 3

PATTERNS

-  **California Couture Patterns** — California designers produce this monthly high-fashion feature. 1/M

-  **Creative Crochet by Lila Schneider and Jane Derryberry** — Monthly home-oriented tested and proved pattern series. 1/M

Lois Holmes Knitting Pattern — Weekly service featuring latest styles by one of nation's top knitting and crochet experts. 1

-  **Austine La Mar High Fashion** — Appealing dress designs in a sparkling two-column format. 1

POETRY PANEL

-  **A Day of Love** — Lois Wyse, world's best-known writer of modern love lyrics, produces illustrated one-column poetry panel. 5

Coinword and Treas-O-Gram Contests — World-famous cash award crossword puzzle contests; big circulation builders. **1**

Daily Crossword Puzzle — Six times weekly in complete mat or reproduction proof form; rated as the nation's best today. **6**

Double Crossers by Bill Kresse and Adam DiPetto — Word-like panel. Combines cute art work with clever sayings. **6**

Quote-Acrossic — True puzzle buffs appreciate this "thinking man's" feature which is ideal for weekend editions. **1**

Sunday Crossword Puzzle — Larger version of the excellent daily puzzle. Supplied in complete mat or repro form. **1**

RELIGION

Bread of Life by the Rev. A. Purnell Bailey — Inspiring non-sectarian feature which is ideal for editorial page. **7**

Days and Customs of All Faiths by Dr. Howard V. Harper — Column gives background on religious holidays and customs. **1**

RETIREMENT - SOCIAL SECURITY

Golden Years by Tom Collins — Column covers all phases of retirement and its planning. **1**

It's Your Money by Wendell Coltin — Question-and-answer column on Social Security routines and problems. **3**

Senior Forum by Paul Hightower — Questions and answers from and for members of the older generation. **5**

SCIENCE

Dr. Leonard Reiffel — Distinguished NASA consultant makes science news comprehensible. With art. **3**

Science for You by Bob Brown — Highly acclaimed by teachers, this illustrated feature presents science projects. **1**

Stars Above by Sherman Walker — Weekly illustrated column for novice and advanced students of astronomy. **1**

SPORTS

Jim Murray Column — The nation's top sports columnist has tremendous sense of humor and irreverence. **5**

Bowling at Its Best by Dick Weber — Panel in two-column format presents how-to-do-it bowling information. **1**

Ladies Day — See Cartoons and Panels

Little Sport — See Comic Strips

Power and Sail by Almon Lockabey — Report on all types of boating by a top Los Angeles Times yachting writer. **1**

Sportsman's Digest by Hal Sharp — All phases of camping and outdoor life are covered in this one-column panel. **6**

Tenpin Tips by Frank Clause — Short text with one-column art, this bowling panel brightens sports page. **6**

Jane Morse — Newsday's Penny-Wise Traveler scouts out worldwide bargains, plus money-saving ideas in weekly column with art. **1**

WOMEN'S PAGES

A Day of Love — See Poetry

Clotheslines by Marylou — A new kind of direct, honest question-and-answer approach to solve readers' clothes problems. **1**

Creative Mothering by Terri H. Stanley — Child-raising philosophy in capsule form—about 150 words. Line-art illustrations. **3**

Hollywood Beauty by Lydia Lane — Diet, grooming, health and fashion with the glamor of Hollywood. With exclusive art. **3**

Home Line by Dorothy Ritz — Chatty conversations six times weekly featuring household hints. Big mail puller. **6**

Love Is . . . — See Cartoons and Panels

Amy Vanderbilt's Etiquette — See Etiquette

SPECIAL FEATURES

All About Pets by Eleanor Price — Column with beautiful line-drawing art covers all domestic pets. **1**

Ask Beth by Beth Winship — Teen-agers really read and appreciate this top-rated, highly praised advice column from the Boston Globe. **3**

City Editor's Tip Service by John Clift — Package of sharp news ideas so your city desk can make it local. **1**

Coin Roundup by Maurice M. Gould — Illustrated column with information on rare and valuable coins. **1**

Good News — Ten stories weekly of the "good" things happening in the world. Compiled by Hub Keavy. **1**

Jane Morse — See Travel

Reader's Courtroom by Henry B. Rothblatt — Everyday law and valuable information on actual court cases. **6**

Robert S. Rosefsky — Speaking of Dollars gives sound advice on financial matters for the householder. Top mail puller. **3**

Sketches by Ben Burroughs — Short, light verse that is high in readership. **7**

The Unexplained by Allen Spraggett — Mysterious occurrences written by one-time religion editor of Toronto. Telegram. **1**

They Had A Dream by George Reasons and Sam Patrick — Black contributors to history. Beautifully illustrated. **1**

Peter Weaver — Mind Your Money expert gives buying advice for entire family. Essay plus Q. and A. format. **2**

Words, Wit and Wisdom by William and Mary Morris — Helps improve reader's knowledge of words, grammar and usage. **6**

Your Car by Eugene Milmo — Column provides information on auto repairs and mechanical facts. Illustrated. **1**

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Los Angeles Times SYNDICATE

GENERAL FEATURES CORPORATION

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ABBREVIATIONS, SYMBOLS, CLASSIFICATIONS

How Often Is Feature Supplied:

Annually	an
Daily	d
Sunday	s
Contract	cont
Daily & Sunday	ds
Daily except Saturday	deSat
Daily except Sunday	detS
Every other day	eod
Every other Sunday	eoS
Every other month	eom
Five Times weekly	5tw
Three times per month	3tm
Occasionally	occ
Fortnightly	fn
Individual	ind
Monthly	m
Quarterly	qt
Seasonal	sea
Semi-monthly	sw
Semi-weekly	sw
Six times a year	6ty
Tri-weekly	tw
Weekly	w

Size of Feature

Number of words	500 etc.
Columns wide and inches deep	4c5", 7c4", 3c6", etc.
Page (Standard)	ps
Page (Tabloid)	pt
Double Truck	dt
Half-page (Standard)	hps
Half-page (Tabloid)	hpt
Half-page (Vertical)	hpr
Third-page (Standard)	tps
Third-page (Tabloid)	tp
Quarter-page (Standard)	qps
Quarter-page (Tabloid)	qpt
Quarter-page (Horizontal)	qph
Sixth-page (Horizontal)	sp
Sixth-page (Vertical)	var
Varies	var
Book length	bl

How Feature is furnished

Mimeographed	mim
Manuscript	man
Text copy acceptable	
for optical scanner equipment	ocr
Offset Reproduction Proofs	orp
Illustrated	ill
Illustrated with glossy Print Photos	igp
Illustrated-photos in negative form	ing
Mat complete	mat
Illustration Only in mat Form	ilm
Wire	wire
Teletype	tt
Available on Tape	tape
Telex	tel
Xerox Copy	Xerox
By Mail	mail
Leased Teleprinter Circuits	tel
Also available in Spanish	*

Classifications (Indicated by "C")

Art (see 11—Columns)	
1—Astrology, Graphology	
2—Automotive	
3—Aviation	
4—Beauty	
4A—Boating	
5—Books	
6—Bridge	
7—Business, Financial, Legal	
8—Cartoons and Panels (Humorous)	
9—Chess-Checkers	
10—Children	
Coins (see 38—Stamps, Coins, Medals)	
College/University News (see 21—History, Politics)	
11—Columns	
12—Comics (strips and Sunday pages)	
Cultural—Art, Entertainment, Literature, Poetry, Ecology (C14B—Environment)	
13—Editorial (text)	
14—Editorial Cartoons	
14A—Education	
Entertainment (see 11—Columns)	

14B—Environment—Ecology	
Farming (see 19—Gardening)	
15—Fashions	
16—Fiction	
17—Filers, Poetry	
Financial (see 7—Business, Financial, Legal)	
18—Food	
19—Gardening, Farming	
Graphology (see 1—Astrology)	
20—Health	
21—History, Politics	
Horoscope (see 1—Astrology)	
22—Household, Do It Yourself, House Plans, Interior Decorating	
Legal (see 7—Business, Financial, Legal)	
Literature (see 11—Columns)	
23—Maps	
Medals (see 38—Stamps, Coins, Medals)	
24—Motion Pictures	
25—Music	
26—Nature	
Outdoors (see 37—Sports, outdoors)	
27—Patterns	
27A—Pets	
28—Photography (columns on)	
Poetry (see 11—Columns)	
Politics (see 21—History, Politics)	
29—Puzzles-Quizzes	
30—Radio-Television	
31—Religion	
32—Research, Polls, Surveys	
32A—Retirement—Senior Citizens	
33—Science	
Senior Citizens (see 32A—Retirement)	
34—Serials	
35—Short Stories	
36—Special Pages	
37—Sports, Outdoors	
38—Stamps, Coins, Medals	
38A—Teen Age	
Television (see 30—Radio-Television)	
Theatre (see 11—Columns)	
38—Travel	
40—Veterans	
41—Women's Pages	

CLASSIFICATIONS OF SYNDICATED FEATURES

1—ASTROLOGY-GRAPHOLOGY

Aladdin's Lamp—ds-2c5"-mat-orp—Roger Vega	GFC
Astrodry—d-2c6"-orp-mat—Jonathan	CEN
Astro Analysis—w-2c-orp—Sonia McGinnis	MGN
Astro Forecast—tw-500-orp—D. Modin	GRG
Astro*Grap—ds-1c12"/2c6"/3c4"/4c3"-orp—Ill-ilm—Bernice Bede Usol	EF
Astro Guide—tw-2c5"-mat-orp—Ceean	CTN
Stargram—ds-2c3 1/2"-mat-orp—Jack Fitch	LED
Astrology Forecast—ds-500-mim—Sydney Omarr	GFC
Astrology Today—w-500-mim—J. Naylor	BPS
Carroll Righter Horoscope—tw-700-orp—Carroll Righter	MCN
Criswell Predicts—w-750/1000-mim—Criswell	NEW
Fortune Kookies—d-1c3"-mat-orp—Charles Glass	CTN
Horoscope—w-1c13"-orp—R. J. Crowley	EDC
Horoscope—ds-300-man—Francesco Waldner	MIL
How's Your Luck—w-500-mim—Melanie Monnet	UFS
Inside Astrology—w-900-mim-oc—Jeane Dixon	CTN
Jeane Dixon Horoscope—tw-600-orp—Jeane Dixon	CTN
Jeane Dixon Predictions—2ty-2000-mim—Jeane Dixon	CTN
Marga Eyes The Stars—w-2c10"-orp—Margaret Gilmore	QMF
More Messages For You—d-250-mim-igp—Cullen Moore	CMS
Old News—w-500-mat-orp—d-igs	CHR
Pen Is Mightier Than The Couch—w-500-man-ill—Patricia Lavin	BUR
Star Gazer—ds-2c4 1/2"-mst-orp—Clay Pollan	MCN
Star Mates & Friends—12 parts-725 each-mim-igp—Cullen Moore	CMS
Stars Partners—78 parts-560 each-mim-igp—Cullen Moore	CMS
Stars Tell On—w-500-orp—D. Modin	GRG
Star Tips—6tw-500-mat—D. Modin	GRG
Stars & Lovers—w-1000-mim-igp—Cullen Moore	CMS
Stars & Fashion—an-1500-mim—Cullen Moore	CMS
Strange Destinies—w-600-mim—J. Macklin	BPS
Tarot And You—ds-650-mim-orp—Josef Fonseca	WOR
The Next Time Around—3tw-550/650-man—Deborah Carter	CEN
The Occult Explained—3tw-500-orp—D. Modin	GRG
The Pen Is Mightier Than The Couch—ds-7/2tm-250/300-man—Patricia Lavin	LAV
The Weekly Grab Bag—w-var-orp—Staff	CTN
This Week In Astrology—S-hps-tps-tp-orp-mat—Carl Payne Tobey	NEA
Weekly Astrology—w—Ken Tabaisha	COM
*Wishing Well—7 tw-2c-mat-orp—William J. Miller	KFS
*Your Birthday—ds-750-orp—Stella Wilder	KFS
*Your Life In The Stars—w-500-mim—"Capricorn"—ITP	ITP
Your Horoscope Guide—w-500-mim-orp—Mrs. Gina Caello	CNS
Your Individual Horoscope—tw-mim-orp—Frances Drake	KFS
Your Stars—w-800-man—Constance Sharpe	MIL
Your Week Ahead—m-var/1c10"-orp—Victoria Lee	CSP
Your Week Ahead—w-2c8"-orp-mst—Dr. A. W. Dams	CSP

2—AUTOMOTIVE

Al Fleming—Ind-400-man—Al Fleming	CUM
Auto Album—w-2c5"-ill-mim—Ted Burness	KFS
Auto-Kno—cont-var-man-mim—T. Jerome Bishop	BIS
Automobile News—w-900-mim-ocr—Robert W. Irwin	UFS

Automobiles—w-300-mim—David Allen	DHJ
Automotive—m-var-igp—Ida Fried	EPS
Automotive Features—w-500/1000-man—Art Inglesia	ECS
Car Crazy—w-var-orp-ill—Biko	BPS
Dateline: Detroit—w-600-mim—Don O'Reilly	AU

Driver's Seat—w-600-mim-ocr—Robert W. Irwin	NANA
Good Sam Recreational Driving Tips—w-2c5"-orp—Bob Stevens	TLS
Inside Auto Racing—3tw-600-mim—Don O'Reilly	AU
Let's Talk About Your Car—w-400-man—Ray Hite	ECS

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Motor Racing—w-qps-mmm-m INF
Ed Dunclemania & Staff CAP
Motor Tips—w-500-mmm—Stirling Moss BPS
Motorways—w-750-mmm-orp—James Groth CNS
Newfeatures—d-var-orp-ill-ilm-tape-ocr—Staff NEA
One For The Road—w-600-mmm—Arthur Godfrey NANA
Ray Carr Talks Cars—w-1400-mmm—Daniel O'Connell CAF
Teenage Driving Tips—w-500-orp—Jane Sherrod BPS
The Steering Column—S-600-000-xerox-mmm—Bob CUT
Cutter
Wheels!—w-700-mmm-orp-ill—Marshall Spiegel NPF
Wheels—w-800-mmm—Charles Yarbrough, ...
Ev Gardner, C. Ewing WSS
Your Auto and You—w-21w-600-mmm-igp—Doyle K. Getter CTN
Your Car—w-700-mmm—Ray Stapley TSS
Your Car—w-350-mmm-ill—Eugene Milmoie GFC

3-AVIATION

Editorial Research Reports—5tw-fn-550-orp-ill—Staff EDR
Military Affairs—w-750-mmm—L. Edgar Prima CNS
Motor Talk—w-500-mmm—Paul Hanna CAP
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff NEA
Space Age Report—w-750-mmm-orp—Frank Macomber CNS
The Aristocrats—d-2c-mat-orp—Bob Kane LED

4-BEAUTY

A Lovelier You—5tw-85-1c/2c-orp-ocr—Mary Sue Miller PHS
*A New You—5tw-31w-ill-mat-orp—Emily Wilkens KFS
Around The House With Jan Paul—w-var/500-mmm—PAU
Jan S. Paul
Ask Jennifer—2tw-600-mmm-orp-ocr CTN
Jennifer Anderson
Australian Home Journal—m-ps-orp-ill OPS
Australian Woman's Weekly—m-ps-orp-ill OPS
Beauty—m-var-igp—Dina Dellale EPS
Beauty at Home—dexS/w-160-mmm—Lynn Carter WLG
Beauty News Features—d-var-orp-ill-ilm-tape-ocr—Staff FAS
Beauty Plus Magazine from England—w-hps-orp-ill OPS
Beauty Tips from Hollywood—w-500-orp
Various person-illies BPS
Cleo Magazine from Australia—m-ps-orp-ill OPS
Editorial Material & Pictures for Women's Pages UOP
Fashion & Beauty Tips—w-var-orp-tape-ocr—Staff NEA
Figs—'N' Figures—w-500-000-igp—George Palmer
Hair Care—w-43c"-orp—Carole Bentley ITP
Headlines—w-300-ill-orp—Kenneth CTN
Hollywood Beauty—tw-350-mmm-igp—Lydia Lane LAT
The Fashion Strip—sw-164"/1c6"-var-man-ill
Ethel Burke BUR
The Weekly Grab Bag—w-var-orp—Staff CTN
*Women's Way—6tw-ill-ilm-mat-orp—Joan O'Sullivan KFS

4A-BOATING

Boating—m-var-igp—Ida Fried EPS
Boating—w-350-ill-ilm-mat-orp—Stan Davies NNS
Boating—w-500-orp—Jack WUP
Do-It-Yourself—dS-sph-var-orp-ill-ilm-igp—E. Ingelson UB
Martin's International Newsrel—ooc-var-igp—
M. W. Martin and others MAR
Patterns For Better Living—dS-sph-var-man-ill-igp—
Steve Ellington UR
Power and Sail—w-600-mmm-ill—Almon Lockabe GFC
Skipper Tips—w-1c2"-mat-orp—Stan Davies NNS
U-Bild It—dS-var-sph-man-ill-igp—Steven Ellington UB

5-BOOKS

Around The World—w-600-mmm—Sidney Ascher ASC
Authors & Books—210 lines mmm—Gary Baranik BAR
Best Sellers—w-200-mmm-ilm-igp—Staff NANA
Best Sellers (Fiction & Non Fiction)—w-hps-pt-orp/book
form—various authors BPS
Best Sellers—w-150-orp—Staff UPI
Book Bestseller List—w-2c6"-milm—Staff TSS
Book Line—w-350-mmm-orp—Howard Williams NPF
Book Marc Reviews—m-500-mmm—Marc Drogin DRO
Book Ratings—w-350-mmm—Staff QNS
Book Review—w-400-mmm-orp—Staff CNS
Book Reviews—S-250-mmm-orp—Ernest Cady DF
Book Reviews—w-300-mmm—Kildare TSS
Book Reviews—w-varies-orp—Staff UPI
Book Reviews—w-500-mmm—Barney Glazer TCN
Book Reviews—w-var-igp-orp—Robert Emmett McLeod FEA
Book Reviews—w-var-mmm—David Horowitz &
D. Bonarone WUP
Book Serialization—ooc-var-tape-ill-ocr EF
Books—m-var-ilm—Ida Fried EPS
Books-Into-Serials—cont-ocr-var-man-mmm—
Various Authors CHA
Books of the Week—w-750-mmm—John Austin HIS
BookSelf—ooc-500-mmm—Jeff Lee SA
BookViews—w-500-xerox—Alan Caruba JNP
Business Book Report—m-var-orp—W. D. Webb MEC
Christian Science Monitor News & Photo Service—5tw-var-
igp-mmm-ocr RTS
Digest of Books—m-pt-orp/book form—Various Authors BPS
Exclusive Book Excerpts—w-1500-ill-mmm-ocr—
Various Authors PHS
Main Street—d/sw-1500-mmm-tel-x—Tad Green PWF
My Life In The Mafia—Ind-14,000 words-mmm—
Vincent Teresa & Thomas Renner DDS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff NEA
O Congress—d-14,000-mmm—Don Reigle DDS
Of The Shelf—w-500-igp—Staff GRG
Parade of Books—w-var-mmm-igp—Robert Llobedez KFS
Permanent Bookshelf—m-1000-mmm—Staff ICS
Power To The Parents—Ind-14,000 words-mmm—
Lois & Joseph Bird DDS

Quote & Unquote—w-500/1000-mmm—
Edwin T. Grundy GNF
Reader Specials—ooc-ill-mmm KFS
Reading For Knowledge—w-500-mmm—Barney Glazer TCN
Review the New Sports Book—m-125-xerox—Phil Kalka EAW
Robert Kirsch Column—w-800-mmm—Robert Kirsch LTWP
The Matina Trade—Ind-14,000
The Second Wife—Ind-14,000 words-mmm—Jean Baer .. DDS
We Like This Plan Because—w-400-var-igp-orp-mat-xerox
The Stealing Estes EST
Ye Olde Book Nook—w-330/500-orp—John M. Schofield MLD

6-BRIDGE

B. Jay Becker's Contract Bridge—dS-mat-orp—
B. J. Becker KFS
Goren on Bridge—7tw-600-mat-orp—Charles Goren CTN
Karpin On Bridge—7tw-600-mmm-ilm-orp
Fred L. Karpin CTN
Modern Bridge—w-200-orp-ill—J. Fern BPS
Sheinhold On Bridge—d-300/S-700-mmm-ill—
Alfred Sheinhold GFC
The Aces—dS-750-orp-mat—Ira G. Corn, Jr. UFS
Win At Bridge—dexS-400-orp—Oswald & James Jacoby NEA

7-BUSINESS - FINANCIAL

A Good Book To Read—d/w-500-mmm—Martin J. Ross, LAW
A Woman and Her Money—w-600-mmm—G. L. Ludeke BEL
Advertising & Marketing—w-750-mmm—Jack Kelly ICS
Around Town—w-2c5"-orp-mat—Rube Weiss BLA
Bally's Business—dex-S-1c2¼"/2c4¼"-mat-orp—
Bob Zahn CEN
Business Articles—cont-var-man-igp—Arthur S. Green GRE
Buick Whitestone—w-600/700-igp—Buick Whitestone DWL
Business and the Stock Market—w-600-mmm—
Babson Staff BAB
Business Blueprint—w-750—Ed Nassauer ICS
Business Briefs—d/w-500-mmm—Martin J. Ross LAW
Business Outlook—2tw-var-ilm-orp-ocr—J. A. Livingston PHS
Business News—w-450-igp UPI
Business Week in Review—w-700-igp—Staff UFS
Business World—w-500-wire—Dean C. Miller & Staff UPI
Canadian Business Report—5tw-var-mmm—John Meyer TSS
Career Corner—3tw-600-orp—Joyce Linn Kennedy MCN
Centisible Shopping—w-400-mmm-orp—Joyce Roark CNS
China—m-500/700-orp—Various Authors RTS
Christian Science Monitor News & Photo Service—5tw-
var-igp-mmm-ocr—Staff FAS
Consumer Q & A—2tw-500-mmm-orp-ocr—Bess Myerson CTN
Daily Investor—5tw-750-mmm-orp—Don G. Campbell UFS
Daily Stock Market Chart (short term trend)—
d-5tw-orp-ill—Charles E. Carden STO
Dian Cohen—ooc-var-mmm—Dian Cohen TSS
East-West Trade—m-500/700-igp—Various Authors FNS
Economic Groupings—w-500-igp—Various Authors FNS
Economic Impact—sw-1000-mmm—Hobart Rowen LTWP
Editorial Research Reports—5tw-fn-550-orp-ill—Staff EDR
Everybody's Money—3tw-650-mmm—
Merryle Stanley Rukseyer SIM
Family Finance—w-600-orp—Betty Yarmom UFS
Golden Years—w-650-mmm—Tony Collins TSS
Guns—w-450-orp—Dorothea Brooks GFC
How's Business?—w-300-mmm—Babson Staff UBI
Human Side of Investing, The—w-600-mmm—
G. L. Ludeke BEL
In The Public Interest—w-700-ps-orp—Ralph Nader NRP
Insurance Advice—w-300-mmm-igp—Ralph Sokol NPF
Insurance For Consumers—d-2c-mat-orp—David Gooden GGO
Intelligrams—cont-2,000-mat-orp—Staff WWI
Investor's Guide—6tw-1c-orp—Sam Shulsky KFS
It's Your Money—tw-600-mmm—Wendell Clinton GFC
Janeway Economic Service—4tw-700-orp—Elliot Janeway CTN
Jest For Laifs—dS-4c/5c-orp-mat—Audie Bradford CEN
Jest For Laifs—dS-9c-1c2¼"/2c4¼"-orp-mat—
Audie Bradford CEN
Job Jitters—w-600-mmm-orp—Hal Thorm CNS
Labor Report—w-500-mmm—Ed Finn TSS
Latin America and the World—w-500/700-orp—
Various Authors FNS
Legal Aid—d/w-500-mmm—Martin J. Ross LAW
Legal Briefs—w-2c-orp-ocr—John Wood MCN
Legal Briefs—tw-250-mmm—John Ritter & Paul Levine LEG
Legal Laifs—w-2c5"-orp-mat—Rube Weiss BLA
Little Strikes—dS-3c4"-orp-ill-igp—Elene BUN
Loeb On Wall Street—w-600-mmm—Gerald M. Loeb NANA
Mind Your Money—sw-400-mmm—Peter Weaver LAT
Money In Your Pocket—2tw-600-mmm—Martha Patton CTN
Money Matters—w-600-igp—Dave Gordin GFC
Money Matters—w-500-mmm-orp—Carl Ritter CNS
More For Your Money—w-800-mmm—Lawrence Galton WSS
Mutual Funds—w-800-mmm-orp—Don G. Campbell UFS
My Success Story—w-500/1000-orp—Various Authors BPS
New Products Roundup—m-1000-mmm-igp—Staff ICS
Newsfeatures—d-var-orp-ill-ilm-tape-ocr—Staff NEA
1000 Wall Street Quotes—orp TES
Open House—w-500-igp—Ida Fried WUP
Promising Patents and Products—w-2c/3c-ill-orp—Staff LUT
People and Problems—d/w-500-mmm—Martin J. Ross LAW
Personal Finance—w-700-orp-tape-ocr—Carlton Smith NEA
Reader's Courtroom—dexS-300-mmm—Henry Rothblatt GFC
Real Estate Column BBE
Small Business—w-600-orp—Mark Stevens UNR
Small Business Review—w-500-mmm—Staff ICS
Small Business—w-600-igp—Staff WSS
Sneakin Of Dollars—tw-500-mmm—Robert Rosefsky LAT
Stock Of The Week—w-600-mmm—Electronic Evaluator CTN
The Broker—dex-S-1c3"-mat-orp—Henry Boltinoff WSS
Successful Investing—5tw-200-mmm—Roger Spear GFC
Sunday Stock Market Chart (long term trend)—
S-orp-ill-3c5"-300-mmm—Charles E. Carden STO
Tad Green—d/w-1c-igp—Tad Green GFC
The Carden Report—d-2c7¼"-Charles E. Carden STO
The High Road To Business—w-2c12¼"4c12"-mmm—
Charles Rehns REH

The Law Brief—d/w-500/100-mmm—Martin J. Ross LAW
The Legal Way—w-500-mmm-orp—Edward J. Demson CNS
The London Subway Times Service—w-mmm-igp KFS
The Medical Consumer—2tw-600-mmm—David Hendin ESN
The Money Tree—tw-600-mmm—Milton Moscowitz CHR
Ticker Topics—w-500-mmm—Ed Nassauer ICS
Trade Winds—5tw-500-mmm-orp—Lou Schneider UFS
Trade Winds—dS-800-mmm—Lou Schneider NANA
Trials & Tribulations—tw-300-mmm—Florence K. Palmer AD
Wall Street Chatter—5tw-450-wire-Staff UPI
Wall Street Report—w-800-mmm—Phillip Greer LTWP
Washington Business Management Report—m-var-orp—
W. Webb MEC
Yard And The Wind—w-500-igp—Judith Rhoades CNS
Your Auto And You—2tw-600-mmm-igp—Doyle K. Getter CTN
Your Family's Finances—w-600-mmm—G. L. Ludeke BEL
Your Money—5tw-500-mmm—Ray Magladry TSS
Your Money's Worth—5tw-600-orp-ocr—Sylvia Porter PHS

8-CARTOONS AND PANELS

Abe Martin—d-1c2¼"-35 words-mmm-mat-orp—
Kim Hubbard NNS
Ad Lib—dexS-1c/2c-mat-orp
Larry Hurb & Joe Daley GFC
Altar Boy Named Spleek—w-2c4"-orp—
Margaret Ahern NCW
American Way—w-8pt-var-orp-ill AMW
Amy—dexS-2c3c4"/4c/5c-hps-tps-ipt-mat-
Reg Smythe RTS
Animalogic—dexS-1c4"-mat-orp—Ed Noziger LAT
Arnie—w-ps-orp-ill—Arne Stockholm BPS
Around Town—w-2c5"-mat-orp—Rube Weiss BLA
Art's Gallery—dex-S-2c6"-mat-orp—Art Finley CHR
As You Were—dexS-2c5"-orp-mat—Jim Baker PIO
Baby—d/w-4c2¼"-mat-orp—Staff SOU
Belly Laughs—dexS-4x5"-orp-mat—Serge O'Neill
Berry's World—d-2c5x5"-orp-mat; S-tps-tps-hpt-
orp-mat—Jim Berry NEA
Best Cartoons From Europe—d/w-var-orp—
Various Artists BPS
Better Half O&P—d-2c3"-mat-orp; S-pt-hpt-tps-
mat-mmm-ocr—Rube Weiss RTS
Betty Botch—2c4"-orp—Mel Millar AND
Big George—d-2c-1½c-ill; S-pt-hps-tps-mat—
Virgil Parth PHS
Big's Business—dexS-1c2¼"/2c4¼"-orp-mat—
Bob Zahn CEN
Bob Botch—w-2c4"-orp—Mel Millar AND
Bugs—d-1c1"-dexS-1c1"-mat-orp—Stuart Hamble KFS
Briefs Cartoon—w-1c10"-2c-igp—Staff EDR
Brother Juniper—dexS-1½c-2c-ill—
Fred McRithy & Len Reno PHS
Bubblegummers—d-1c2"-orp-mat—Jeff Wakefield TTS
Button-A-Day—dexS-1c2¼"-orp-mat—Ed Moore UFS
Car Crazy—w-var-orp-ill—Bilko BPS
Caricature Service—sw-1c2¼"/1c6¼"-mat-orp—
Dick Leland LAT
Carmichael—dex-S-1c5"-mat-orp—Dave Eastman LAT
Carnival—d-2c5¼"-orp-mat; S-hps-tps-pt-hpt-mat-orp—
Dick Turner NEA
Channel Chuckles—dexS-1c4"-orp-mat-ocr—Bill Keane RTS
Charley—w-1½c"-orp—N. Diggs AMA
Cheryl's Letters—w-2c-igp—Staff KFS
Church Chuckles—w-2c4¼"-orp-mat—C. Cartwright CAR SM
Church Humor—S-1c-2c-2c-orp-mat—Leo Canavan CTN
Citizen George—w-2c-mat-orp—George Wolfe SM
Click Smith—dexS-2c3"-orp-mat-ocr—Dave Gerard RTS
Click—dexS-1c5"-mat-orp—Gordon Shepard WOR
Comics-Full Page—w-5c-mat-orp SM
Comics-Page A—w-5c-mat-orp SM
Comics—d/w-8c/4c-igp—Staff SM
Con-sumer—w-2c5"-orp—J. Anderson/N. Diggs AMA
Could Be Verse—w-2c3"-orp—Gloria Pitzer HAP
Courthouse Squares—w-1c3¼"-orp-mat—Staff CSP
Crazy Capers—d-1c3"-mat-orp—Various cartoonists MIL
Crazy Caners—dexS-1c3"-orp-mat—Various cartoonists CFS
Dad's Menace—d-2c-mat; S-pt-hpt-tps-mat—
Hans Ketcham PHS
Digest of Books—m-pt-orp/book form—Various authors BPS
Dinah Mile—w-1c3"-mat-orp—Joe E. Buresch JEB
Dinn Babs—5tw-1c1"-milm—Nomer Coan CDA
Double-Crossers—dexS-1c3"-mat-orp—Bill Kresse &
Adam Dillrath LAT
Drawing Is Fun—w/S-ps-orp-ill—W. Wrag BPS
Dumbos' People—d-2c-mat; S-tps-hpt-mat—
Ralph Dunnic PHS
Editorial Cartoons—dS-3c6"-mat-orp—
Eugene Craig & Doc Goodwin DF
Emmy Lou—dS-2c4¼"/1c2"-hps-tps-pt-hpt-orp-
orp-mat—Marty Links UFS
Environotes—5tw-1c3"-orp-mat—Lloyd Birmingham RTS
Family Circus—d-2c4"-dexS-3c6"-orp-mat; S-tps-hpt-
mat-ocr—Bill Keane RTS
Fantastic Forest Fenwick—dexS-2c3¼"-mat-orp—
Mal Hancock WSS
Farris Wheel—w-varies-orp-ill—Farris BPS
Farris Wheel—6tw-2c-mat-orp—Joseph Farris CTN
Fletcher, The—4-Hr—w-1c3"-mat-orp JEB
G. E. Buresch
Focus Of Fact—w-4c-igp—Staff TTP
Foreign Strins—d/w-varies-orp-ill—Various authors BPS
Fortune Kookies—d-1c3"-mat-orp—Charles Glass CTN
Full House As Kept By Gloria Pitzer—w-2c6"-orp—
Gloria Pitzer HAP
Funny Business—dexS-2c1¼"/1c3¼"-mat-orp—
Roger Rollen NEA
Ginger—dexS-2c6"-orp-mat—Orla Gettermann UFS
Golden Age—5tw-2c6"-mat-ocr—Robert Hoover DF
Good Sam Recreational Driving Tips—w-2c5"-orp—
Bob Stevens TJS
Grace and Looie—d-2c3¼"-mat-orp—Al Wiseman ATI
Graffiti—dexS-1c3¼"-orp-mat—Bill Leary MCN
Grin & Bear It—2c-2c-3½c-mat; S-pt-hps-tps-hpt-
snt-mat—George Leitch PHS
Hazel—w-1c1"-milm—Rube Weiss & Lee Bryan KFS
Hazel—d-2c-mat-orp—Ted Kev KFS
Heathcliff—dexS-2c4¼"-orp-mat—George Gately MCN

WANT A
PROVOCATIVE, ORIGINAL
BUSINESS COLUMN?

Can you use a weekly column with a business viewpoint that is well written, provocative, unpredictable and different? Then send for *The Voice of Business*, by Arch-Booth. More than 485 papers use it; only five have dropped it. (You can't please everybody.)

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Why should you use it? For the best of reasons: It attracts readers. It can also add balance to your editorial page. (The American business system is under heavy fire today. Who speaks for it? That's not the journalist's job. And many corporate executives are reluctant to involve their companies in public controversy. But Arch Booth is in an ideal position to provide "the other side of the story.")

What makes Arch Booth a spokesman for business? He is the top staff officer (executive vice president) of the largest and most catholic of America's business organizations, the Chamber of Commerce of the United States. The Chamber's membership includes businesses of all sizes and types, as well as individual professional men, trade and professional associations, and state and local chambers of commerce. It is, essentially, a "think tank" for business—as such, the expertise of its large staff contributes to the value of the column.

Is the column just a salespiece for the National Chamber? No. In fact, the Chamber is rarely mentioned (three times in the last 25 columns). Arch Booth and the National Chamber are identified on the masthead, but how much of this identification to use is the option of the individual editor. One of the missions of the National Chamber is to explain and interpret to the public the principles and operation of the free enterprise system. The column furthers this objective, and that is the only "angle" for us.

Details: The column runs 400-600 words. It is double-spaced typewriter copy on two pages (photo of Booth available on request). It leaves Washington at the end of every week, by first-class mail. There is no charge for it, and no restriction on its use. You may run it as-is, quote from it, or use it as background for your own business columnists or editorial writers. You may cancel at any time.

The Voice Of Business

ARCH N. BOOTH
Executive Vice President
Chamber of Commerce of The United States

Real Purpose Of Profit May Surprise You



As executive vice president of the Chamber of Commerce of the United States, Arch Booth serves as spokesman for American business. Booth is a member of the National Chamber of Commerce and the National Association of Manufacturers.

Society calls it 'relevant'

By ARCH BOOTH

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V-O-I-C-E

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By ARCHA

As executive of the Chamber of

By ARCH N. BOOTH
(Executive vice president of the U.S. Chamber of commerce)



RICH N. BOOTH crosses a speech on the national economy the way which turned out to be interesting that I would share some h you.

speech was delivered very high-level official, but it have been largely y press. As you ne of this man's s, you may enjoy

considerably, to increase payment accord- do, which is of material ince "The delega Trade Union Co cials are more efficient than state and local officials.

It was — like prohibition — a noble experiment, it seems to have failed. At their best, the adherents to these theories of social reform were genuinely motivated to help those in

social problems, if sufficient resources are devoted to the task. Centralized planning and management are superior to local control, and federal controls are more competent and more efficient than state and local officials.

Over and over and over again, it has been demonstrated, it seems to have failed. At their best, the adherents to these theories of social reform were genuinely motivated to help those in

can no longer be controlled by men. This transfer of power from politicians to technocrats is leading to a collapse of ratio Her investm of Educational Over and over and over again, it has been demonstrated, it seems to have failed. At their best, the adherents to these theories of social reform were genuinely motivated to help those in

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WRITE: VOB

NEWS DEPARTMENT

CHAMBER OF COMMERCE OF THE UNITED STATES
1615 H Street, N.W. / Washington, D.C. 20006

CLASSIFICATIONS OF FEATURES

Director the	d-1c3 ⁺ mst-orp	Rama Braggiotti	LED
Honeydew	-dex-1c3 ⁺ -orp-mat		
Henry Gaines Goodman, Jr.			GJO
Hospital Quips	w-2c5 ⁺ mat-orp	Rube Weiss	BLA
How Does It Work	w-2c mat-orp	Bruce Bailey	
How To Be A Superhero	w-3c3 ⁺ -orp	Dick Harris	HAA
How To Be A Superhero	w-3c3 ⁺ -orp	Dick Harris	KFS
Humerous Cartoon	w-2c-orp	Boyd & Wood	MGN
Hutch At Random	w-2c-orp	Hutch	AND
Idle Chaser	-dex-1c23 ⁺ mat-orp	Jerry Langley	AF
Innocence Abroad	w-1c3 ⁺ mat-orp	Margi Gaueke	WSS
It's A Coughed World	w-2c5 ⁺ mat-orp	Joe Kaliff	BLA
It's A Coughed World	w-2c5 ⁺ mat-orp	Joe Kaliff	AMP
It's Love	-dex-1c3 ⁺ mat-orp	Chuck Bowen &	
Gwen Bowen			UNP
J. J.	w-3c3 ⁺ mat-orp-orp	Roy Dewar	JR
Jack Knife and T. Spoon	-dex-8-2x73 ⁺ -orp-mat		SOU
Sarge O'Neill			
Jest For Laffs	-d8-4c/4c-5c-orp-mat	Andie Bransford	JEN
Jest For Laffs	-dex-1c2 ⁺ /2c43 ⁺ -orp-mat		CEN
Andie Bransford			
Johnny Wonder	S-hps-tps-pt-orp-mat	Dick Rogers	NEA
Johnny Wonder	d-1c3 ⁺ /2c63 ⁺ -orp-mat	Dick Rogers	EPF
John 'Billings Zepp	w-2c5 ⁺ /1c3 ⁺ -orp-mat	Rube Weiss	BLA
Just For You	S-hps-orp	Earl Engleman	BPS
Ladies Day	-dex-1c2 ⁺ -orp-mat	Rube Weiss	WSS
Laff of the Week	w-2c43 ⁺ -ill-mst-orp		CSP
Various cartoonists			
Laff-A-Day	d-1c-2c mat-orp		KFS
Larry's World	d-1wS-varies	Larry	BPS
Laugh It Off	-d-1c mat-orp	Syd Hoff	KFS
Laugh It Off	-d-1c mat-orp	Syd Hoff	KFS
Laughing Matter	d-2c mat-orp	Salo	CTN
Laughs From Europe	-dex-8-2c43 ⁺ mat-orp-orp		
Various artists			RTS
Legal Laffs	w-2c5 ⁺ -orp-mat	Rube Weiss	BLA
Let's Make	-w-2c5 ⁺ -orp-mat	Ben Corey	HAR
Life In The Suburbs	-d-1c-2c-orp-mat	Al Smith	SPS
Life Is	-eod-var-orp	Katherine Fox &	
Sara Bock			SPS
Life's Like That	-dex-1c2 ⁺ 2c43 ⁺ -orp-mat		
Fred Neher			UFS
Little Ones	d-1c13 ⁺ mat-orp	Jim Whiting	BUN
Little Smoke	-d-1c13 ⁺ -orp-orp		
Little Smoke	d-1c-2c	S-hpt-tps-pt-orp-mat	KFS
Ton Tohin			
Live It Up	-d-1c/3c mat-orp	Tony Victoriano	WOR
Live n' Laff	w-2c5 ⁺ mat-orp	Rube Weiss	BLA
Living End	w-2c mat-orp	Hal Holland	SM
Lookin' Good	-d-2c; S-hpt-tps-pt-orp-mat	William B. Hoest	KFS
William B. Hoest			
Lonely Heart	w-1c13 ⁺ mat-orp	Herc Ficklen	AVS
Love Is	(d-1c3 ⁺ mat-orp)	(S-4cilor hps/tps-4cilor pt/hpt-mat-orp)	KIM GROVE
Kim Grove			LAT
Marmaduke	d-2c5 ⁺ ; S-hps-tps-pt-orp-mat		
Brad Anderson			WSS
Marvin	-dex-1c-2c mat-orp	Pat Moran	NON
Maya	-dex-2c-1lm	John Helne	PHS
Mostly Male	S-pt-hps-tps-mat	Doc Goodwin	DF
Mr. Tweedy	-dex-8-2c34 ⁺ mat-orp	Red Riddle	DFC
Naturebug	S-tps-hps-mat-orp		GPC
John Hazlett and Edward S. Thom's			
New	-d-1c13 ⁺ mat-orp	Gene Pavette	CWF
Notes On The News	-dex-1c23 ⁺ -orp-mat		
Charles D. Pearson			PEA
Off The Record	d-2c43 ⁺ mat-orp; S-hps-tps-pt-sph-mat-orp	Ed Reed	KFS
Office Hours	d-2c mat-orp	Cy Olson	RTS
One Line	-m-1c5 ⁺ -orp	Paul M. Sharpe	SEA
One Line	-m-1c5 ⁺ -orp	Paul M. Sharpe	SEA
Our Boarding House	d-2c34 ⁺ /2c4c43 ⁺ /3c5 ⁺ -orp-mat; S-hps-tps-pt-hpt-orp-mat	Les Carroll & Tom McCormick	NEA
Our Parish	w-2c4 ⁺ mat-orp	Margaret Ahern	NFR
Our Door Mini-Tips	w-1c3 ⁺ mat-orp	Ive E. Buresch	AVS
Our Q	-d-1c13 ⁺ mat-orp	Henry Youngman	
Out Our Way	d-2c3 ⁺ /2c4c43 ⁺ /3c5 ⁺ mat-orp; Neeleg Cochran; S-hps-tps-pt-hpt-mat-orp		
Ed Sullivan			SM
Page A-Comics	w-6c mat-orp		NEA
Page Of Comics	w-5c mat-orp		SM
Patricia's People	-dex-1c23 ⁺ mat-orp		AF
Gono Patterson			PF
Pee Wee	d-2c43 ⁺ mat-orp	Jerry Iger	PF
Penny Thoughts	-dex-8-1c3 ⁺ mat-orp		
Manic Fortuna & Jackie Snares			AF
Peter Pan	w-8/8s-orp-ill	Lo Jankert	RPS
Petunia	-dex-8-1c13 ⁺ mat-orp	Bishop Bracken	AF
Philly's	-d-8-4c-orp	Doc Goodwin	DF
Pick of	-d-2c5 ⁺ -orp-mat		TPS
Pick of Punch	-dex-2c4 ⁺ mat-orp		
Punch Magazine Contributors			

*Pistaches - d-1c2p-ill - Sematones BPS
 *Pixies - d-1c2p-ill - mat - Jack Wohl UFS
 *Ponytail - d-2c; 8-tps-hpt-mat - Lee Holley KFS
 Pun-Kins - w-2c4p-ill - opt - Pat Anderson AND
 Quarterly Cartoon Humor Service - qt-36 Carous GF
 (1c/2c) various depths-orp - various artists GF
 Queen of the Night - d-1c2p-ill - inter-d RE
 Quikies - d-1c3/2c5-orp - Ken Reynolds ITH
 Rameses - d-w-4c2-orp - Duke of Tourmalin RE
 *Ripley's Believe It Or Not - d-2c-3c; 8-tps-hpt-mat-orp MCF
 Scramlets - dx-2c4p-ill - orp-mats KCN
 Seventeen - d-2c-mat-orp - Linsky CNI
 Shadow - Mischief - dxs-2c3p-ill - mat - Dr. Richard Smith UFS
 Dr. Richard Smith UFS
 Shanghai Lil - dxs-2-2x7p-ill - orp-mat - Sarge O'Neill SH
 Sharpe Up - w/Sharpe - m-4c5-orp - Paul M. Sharpe SH
 Sharpe Wit - m-1c5-orp - Paul M. Sharpe SH
 Sharpie - m-1c-orp - Paul M. Sharpe SH
 Shredded Wit - 5tw-1cl- GF
 Short Cut Story - d-1c2p-ill - inter-d - Art Gates CO
 Show Biz - dxs-7p-ill - orp - Flaming Fairfield GF
 Six Glances - dxs-2c5-orp - mat - Gill Fox NEA
 Sign-O-Rama - 5tw-2c4p-1c3p-ill - mat - Fox MA
 M. W. Martin MA
 Simpkins - d-2c-mat-orp - George Crenshaw CNI
 Small Fry Charts - dxs-1cl-ill - m-m - Ronnie Can LAT
 Smart Cards - cont-1c3-orp - Herb Stansbury MEI
 Smidans - d-4c7-orp - mat - Robert Corday NNI
 Sportaser - dxs-1c4-orp - mat - Eddie Germano NNI
 Sports Cartoon - SW-var-orp-mat - Murray Olderman NNI
 Star Gazer - d-8-2c4p-ill - orp - mat - Glia Pollan MCN
 Still Life - d-1c-2c-mat-orp - Jerry Robinson MCN
 Stoker The Broker - dxs-1c3p-ill - orp - mat - Henry WSC
 Boltinoff WSC
 Stoker The Broker - d-1c3p-ill - mat - Henry WSC
 Boltinoff WSC
 Strictly Business - dxs-1c-2c-ill - mat - Dale McPeatters MII
 Sunday Laughs - W-3p-orp-ill - mat - Paul Swede BPS
 Support the Artist - dxs-1c2p-ill - orp - John Brundage UFS
 The Alumnae - dxs-2c3-orp-orp-mat-orp - Mary Gauerke RTS
 The Barnyard Gate - dxs-4x5-orp-orp-mat - SOU
 Sarge O'Neill SOU
 The Bosleys - W-5c9p-1c4p-ill - tps-hpt-orp-mat UFS
 John Stees UFS
 The Cartoon Bug - w-4c-mat-orp CNI
 The Footballer - dxs-1c2p-ill - orp - John Brundage CNI
 The Girls - dxs-2c-11c-1cl-ill - Franklin Folger PHS
 The Good Old Days - S-5c9p-1c4p-ill - hpt-tps - Edwin WFS
 L. Hess WFS
 The Gullivers - w-2c4-ill - mat - Mary Gauerke UFS
 The Law - w-2c5-orp - Charles Schwab UNJ
 The Home Team - w-2c5-ill - orp-mat - Cliff Warpe CEI
 The "Mystery" of the "Mystery" - d-2c- Buresh WFS
 The Lumpits - dxs-1c2-orp - mat - Mal Hancock WFS
 The Mixer - dxs-2c3-orp - mat - Clarice Anders AF
 The Neighbors - d-2c-mat-orp - George Clark CNI
 The New Society - (w-3c5-ill - mat-orp) (5tw-2c5-ill - CNI
 or-m) - William Hamilton CNI
 The Old - d-2c4p-ill - mat-orp - Doug & Jean BOH
 Borgstedt BOH
 The Revolutionaries - dxs-1c2p-ill - orp - John R. Koch SPB
 *There Oughta Be A Law - dx-3c4p-1c3-orp-3c3-orp-mat UFS
 hps-tns-tp-hpt-orp-mat - W. Whipple UFS
 *They'll Do It Every Time - d-3c; 8-tps-hps-tp- MCF
 mat-orp - Rob Dunn & Al Scaduto MCF
 This Fun - d-1c2p-ill - orp-mat-orp - Doug Swede KCN
 cartoonists KCN
 This Is Sport - w-1c/2c-mat-orp - Court Alderson NNI
 Thornshy - d-2c5-ill - mat-orp - Fred McLaren NNI
 Thoughts of Man - d-1c3-ill - mat-orp - William Summers CNI
 & Jim Ivey CNI
 The Dull - dxs-1c2p-ill - mat - Ken Keste REY
 Ties - 1c2p/1c2c4p-ill - orp-mat - Ken Reynolds REY
 Toadstool Town - d/w-hpt-var-1cl-1st - Stan TR
 Today's Laugh - 28tm-2c-mat - Jeff Keste, Reamer Kell TR
 Today's World - dxs-2c3p-ill - mat-orp - David Brown TR
 Trim's Arena - dxs-2c-mat - Hal Trim UNI
 Tricke The Trader - w-1c-2c-mat-orp - Al Smith SM
 Truce - d-1c2p-ill - orp-hpt-mat-orp - Jerry Marcus EFS
 Truth - S/-5s-orp-ill - Paul Swan EFS
 Tux Jaffs - dxs-1c1p-ill - mat-orp - Tim Rogerson GF
 Tux Tee-Hees - d-1c1p-ill - mat-orp - Henry Scarpell GF
 Village Square - w-3c-mat-orp - Chuck Stiles SM
 Weatherette - d-1c3-orp - mat-orp - Ted Martin ARC
 Wednesday - dxs-1c2p-ill - orp-mat - H. T. Webster NNI
 Why - dxs-1c2p-ill - orp-mat - Doug Swede NNI
 We Women - d-1c1p-ill - mat-orp - Tim Whipple SH
 What's Next? - m-3c-orp - Paul M. Sharpe SH
 Why We Say - dxs-1c3p-ill - mat-orp - GF
 Bob Morgan and Pete Hoffman GF
 Woody's World - d-2c5-ill - mat-orp - John Holm NNI
 Word Days - dxs-1c-mat - Micky NNI
 Word - A Land - dxs-1c2p-ill - orp - Paul Olderman NNI
 Ziggy - d-2c4p-ill - 8-tps-tps, hpt-4c-mat - Tom Wilson UFS
 Zody - dxs-1c3p-ill - orp-mat - Mary Myers UFS

Ask A Teacher—w-500-mlm—Ellen Holt	OHF
Ask Andy—d-exS-750-mlm—Ellen Walpole	CHR
Between Us—w-llm-mlm—Dr. Hasm Ginnott	KFS
Cappy Dick—S-pt-tps-tps-hot-mat—Cappy Dick	PHS
Chess Column—w-500-mlm—Robert Byrne	MSF
Chess Master—w-300-mlm-llm—Joseph Koltanowski	GG
Chess Time—w-600-mlm-orm—George Mill Brown	CNS
Children—m-var-1gp—Ida Fried	EPS
Christian Science Monitor News & Picture Service—	
5tw-var-1gp-mlm-orm	RTS
Christmas—S-trs-10ca-var-orm-mat-llm	CTN
Colorful Characters—w-300-mlm-lll	WTP
Drawing Is Fun—w-S-ps-orm-lll—W. Trag	BPS
Dr. A's Mini-Tales—w-200/250-llm-orm-mat—Dr. A.	AVS
Dr. Lee Salk's Column—w-750-mlm—Dr. Lee Salk	AD
Full House As Kept By Gloria Pitzer—w-2c6*-orm	
Gloria Pitzer	HAP
Glory—w-400-orm-orm-orm-orm-orm-orm-orm-orm	OPS
Gunfight, Conflict and Hangups—2tw-500-mlm-orm-orm	
Saul Kappel, M.D.	CTN
Inklings—S-tps-mat-orm—Robert Leffingwell	CTN
Johnny Wonder—S-tps-tps-pt-orm-mat—Dick Rogers	NEA
Johnny Wonder—d-4cs/2c6*-ps-orm-mat—Dick Rogers	NEA
Junior—w-500-orm-orm-orm-orm-orm-orm-orm-orm	EF
Junior Jumble—S-3c-orm-mat—Bob Lee & Henri Arnold	CTN
Just For You—w-S-ps-orm-lll—Earl Englemann	BPS
Let's Make—w-2c4*-orm-mat—Ben Corey	HAR
Newfeatures—d-var-orm-llm-lim-tape-orm—Staff	NEA
Our Children—w-600-mlm-orm—Dr. Willard Abraham	CNS
Parents & Children—w-500-orm-orm-orm-orm-orm-orm	CTN
Parents and Children 3tw-300-ll-mlm-mat-orm—	
Arnold Arnold	NNS
Paul's Parents Tips—P. Burns	BNS
Parent Panic—w-S-ps-orm-lll—Lo Linkert	BPS
Play Funnies—S-tps-mat-orm—Becky	CTN
Rendezvous—w-Fun-orm-orm-orm-orm-orm-orm-orm-orm	CTN
Sundays—Laughs—w-ps-orm-lll—Paul Swede	KFS
Tales From Dr. A.—5tw-350/400-ll-orm-orm-mlm—Dr. A.	AVS
Tales From Dr. A.—5tw-350-orm-orm-lll—Dr. A.	CTN
Tell Me Why—d-exS-1c2*-300-llm-A. Leokum	WSS
The Cartoon Box—w-4c-mat-orm	CTN
The Coin Box—w-500-mlm-orm—Gary Palmer	CNS
The End of the Page—w-2ps-taloid-orm-mat—Betty	
Deinman	MSCF
The Tiny Times—w-4pt-orm-mat—Brint Schorer Jr.	TIN
Tiny Turtle's Play Corner—6tw-gps-orm-mat—	
Brint Schorer, Jr.	TIN
Toadstool Town—d-w-hpt-var-orm—Staff	SRC
Tracy's Traps—w-500-orm-orm-orm-orm-orm-orm-orm-orm	WYEN
Truth—w-S-ps-orm-lll Paul Swan	BPS
Twitwh—w-4c-mat-orm—Howard Rands	SM
Uncle Ray's Column—d-exS-400-1c-llm-orm-orm—	
Ramon Coffman	PHS
Young and Healthy—3tw-600-mlm-orm-orm—	
Dr. Frank Palmer	CTN
Young Hobby Club—d-exS-250-1c-llm-orm-orm—	
Candy Dick	PHS

11—COLUMNS

A Changing World—w-700-mim-*orp*—John Pinkerman . CNS
A Day of Love—5tw-1c5⁺-*orp*-*mat*—Lols Wyse LAT
A Good Book To Read—d-500-mim—Martin J. Ross LAW
A Matter of Taste—w-750-mim-*orp*—Mary Sue Miller PHS
William Pahlmann PHS
A Recipe for Communication—Patricia Larin LAV
A Time To Live—w-700-*orp*—W. Robert Walton UNP
A Word Edgewise—3tw-mim—John P. Roche KFS
About Antiques—w-500-2c7⁺ (varies)-llm-mim-*orp* PHS
Ira⁺ & Laurette Brown BR
About Real Estate—w-800-mim-*orp*—Don Campbell RTS
Adam's Rib—d-450-500-man—Eve Athens CEN
After A Fashion—3tw-900-mim-*ill-orp*—Marian Christy UFS
Airhawk—w-d-spr-*orp*-llm—B. Foley BPS
Alexander Ross—d-700-mim—Alexander Ross TSS
All That's To Do Is Ask—w-*orp*-tape-*orp*—Murray NEA
Old-man NEA
America's Bi-Centennial Features MON
American Way—w-Spt/var-*orp*-*ill*— AMW
Amy Vanderbilt—w-Elizabethe—6tw-500-mim— LAT
Amy Vanderbilt LAT
Ancient Cultures—w-500-*orp*-*ill*— CTN
Animal—w-500-mim-*ill-orp*—Cleveland Amory CTN
Ann Lander's Column—ds-750-*orp*-*orp*—Ann Landers PHS
Another Look—sw-750-mim—Robert Youakum LAT
Antique Wise—w-500-mim-*ill*—Dorothy Hammond CF
Antiques—w-300-mim-ll-*ill*—Dorothy H. Jenkins DJE
Antiques In America—w-*var*-*ill*-*ill*-*ill*-*mat*—Harris Baker PHS
Auntie & S. Scott—w-750-mim-*ill*—Dr. Joyce Brothers ANT
Anoclayes Scroll—tps-*orp*-*ill*—LeYerushalmi ANT
Arnold Palmer Method—3tw-26c⁺-*mat*-*orp*—Arnold NNS
Palmer NNS
Around The World—w-600-man—Sidney Ascher ASC
Asia Memo—w-700-mim-*orp*—Edward Neilan CNS
Asian Report—Ind-500/1200-mim—Mark Gayn TSS
Ask Anybody Anything—w-750-mim—Martin NANA
Levin NANA
Ask Aunt Madge MAD
Ask Beth—tw-350-mim—Beth Winship LAT
Ask Dick Kleiner—w-*orp*-tape-*orp*—Dick Kleiner NEA
Ask Dr. Bicycle—w-500-mim-*ill*—Stanley D. Chess CTN
Ask Dorothy—tw-750-mim-*ill*—Dr. Joyce Brothers CTN
Ask Jennifer—2tw-600-mim-ll-*orp*—Jennifer Anderson CTN
Assignment: America—3tw-mim—Phyllis Battelle KFS
Astro*Graph—ds-1c12⁺/72C6⁺/3CA⁺/4C3⁺-*orp*-ll-*ill*—Ber-
nice Beda Osol EF
Astro-Guide—7tw-26c⁺-*mat*-*orp*—Cean CTN
Astrological Bulletin—tw-2500-mim— CTN
Astrology—w-500-mim-*ill*— BPS
Astrology—Today—w-500-*orp*—Evyl Leek BPS
At Wit's End—3tw-400-mim—Erma Bombeck MIL
At Wit's End—3tw-400-*orp*—Erma Bombeck PHS
At Your Own Risk—w-500 GAZ
Audio Equipment—d-500-mim—Barney Glazer CTN
Automobile News—w-500-mim-*ill*—Robert W. Irwin UEN
Back Road—d-400/500-mim—Dabna Damon
Barney Glazer In Hollywood—d-500-mim— CTN
Barney Glazer TCN

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Chess-Master—w-300-1c3¹/₂-ill-mat-orp— GO
George Koltanowski RT
Christian Science Monitor News & Picture Service—51w
var-igp-mim-ocr KFS
The London Sunday Times Service—w-mim-igp

10—CHILDREN

A Child Learns to Swim—sea-2c6"-orp-mat—Staff . . .	TS
Amanda Panda—d-4c2½"-m-at-orp; S-hps-tps-pt-mat-orp—Marla Course & Jack Millie . . .	NE
Animal—S-500-mim-ill-ocr—Cleveland Amory . . .	CT
Annie—w-ps-orp-ill—Arne Stockholm . . .	BP
Around The House With Jan Paul—w.var/500—Jan S. Paul . . .	PA

Barney's Blarney—d-200-mim—Barney Glazer	TCN	Do It Yourself—w-400-orp-ill-tape-ocr—Mr. Fix	NEA	Ideas, Issues and Insights—w-650-mim-ocr—		
Batman Hot Line—tw-375-mim—Bruce Wayne	LED	Doing The Right Thing—7tw-500-orp—Elizabeth Post	CTN	Harry Humphreys	PUB	
Be Crafty—w-400-mim-orp-ill—Alice Morrell	CNS	Dr. Max Rafferty Column—sw-400-mim—	LAT	If Your Name Is	w-470-mim—	
Be Your Own Sherlock Holmes—w-500/750-mim—	J. Sherrod	Dr. Leonard Reifel Column—tw-350-mim-illg—	LAT	Anne Reynolds, Ph.D.	RFS	
Beauty Tips from Hollywood—w-500-orp-various	BPS	Dr. Leonard Reifel	LAT	Indoor Gardening—w-750-ill-mim-ocr—		
show business personalities	BPS	Don Maclean—6tw-750-mim-ocr—Don Maclean	UFS	Katherine H. Walker	PHS	
Before You Buy—S-800-mim-ocr—Margaret Dans	UFS	Drummond Column—tw-500-mim—Roscoe Drummond	LAT	Inside Daytime TV—w-750-mim-illg-ocr—John Austin	PHS	
"Behavior & Living—cont-500/600-orp—Salvatore	UFS	Eat, Drink & Be Merry—w-600-mim-ocr—Robert	J. Misch	Inside Labor—5tw-700-ocr—Victor Riesel	PHS	
Diablo, Ph.D.	DID	Ecology Line—w-qps-man-mim—Ed Dunkelmann	INF	Inside Religion—w-500-mim—Rev. Lester Kinsolving	NNS	
Behind The Current Events—occ-cont-mim-var	INM	Edge of Science—S-600-mim—H. Peter Metzger	NYT	Insurance Advisor—w-300-ocr—Saul Sokol	DF	
Berkow Column—4tw-orp-ill-ill-tape-ocr—Ira Berkow	NEA	Education Notebook—w-700-mim-ocr—Kenneth J. Rabben	CNS	Interior Decorating—4tw-400-mim-ocr-ill—		
Bernstein on Words—tw-250-mim—	NYT	Education Today—w-500/600-wire—Staff	UPI	Genevieve M. Fernandez	UFS	
Theodore M. Bernstein	EDC	Emerging Couples—w-900-mim-ocr—Jean &	UFS	Interviews With Name Entertainers—cont-var-mim—		
Best of Press—w-1c7-ocr—Lillian Hughes	PHS	Martin Adams	UFS	Jerry Bishop	BIS	
Betty Beale's Washington Letter—w-750-mim-ill-ocr—	KFS	Entertainment Scene—d-500-mim—Barney Glazer	TCN	Isn't It The Truth?—w-2c12-1c12-mim—	REH	
Betty Beale	PHS	Entertainment Whirl—w-var-man—Buddy Busch	BAS	It Happened Last Night—ds-750-ocr-ocr—Earl Wilson	PHS	
Bey's Bits & Bites—w-2c10-1/2-ocr-mat—	HPP	Everyday Editorials—5tw (dex.Sat.)-1800-mim—	GLS	It's My Opinion—2tw-600-mim—Irene Corbally Kuhn	CF	
Beverly G. Anderson	NNS	Monte F. Bourjaily & Staff	WOR	It's News To Me—tw-500-mim—Herb Caen	CHR	
Billy Casper Says—3tw-2c6-mat-ocr—Billy Casper	NEA	Eyes On Tomorrow—5tw/S-800-mim-ill-ill—	MAR	It's Tough But You Can Make It—w-400-mim-ocr—	CNS	
Blossat Column—4tw-700-orp-tape-ocr—Bruce Blossat	NEA	Philippus Ruth	UFS	It's Your Landscape—w-400-ill-mim-ocr—	PHS	
Birthday News	NMS	Fact-O-Rama—w-600-mim—M. W. Martin	NEA	Janeway Economic Service—4tw-700-orp—	CTN	
Birthday Quiz—d/w-300-mim—Gordon A. Greb	NNS	Family Finance—w-600-mim-ocr—Betty Yarnon	UFS	Jaundiced Eye—w-600-mim—Sheldon Novick	MED	
Boating—w-350-ill-mim-mat-ocr—Stan Davies	NNS	Family Lib—2tw-350-orp-tape-ocr—Joanne & Lew Koch	NEA	Jane Dixon Horrocks—tw-600-ocr—Jeane Dixon	CTN	
Book Reviews—S-250-mim-ocr—Ernest Cady	DF	Famous First Facts—d/w-30-mim—Chas. E. Manning	GNS	Jeffrey Hart Predictions—2tw-2000-mim—Jeane Dixon	CTN	
Book Reviews—occ-cont-mim-var	INM	Famous Recipes—w-250/750-orp-illg-ocr—J. Sherrod BPS	BPS	Jeffrey Hart—3tw-210-mim—Jeffrey Hart	KFS	
Books Reviews—w-500-mim—Barney Glazer	TCN	Famous Short Stories—w-250/2000-orp—	Various authors	Jelly Side Down—sw-100-ill-mat-ocr—Nancy Stahl	UFP	
Books-of-the-Week—w-750-mim—John Austin	PHS	Fascinating Fabrics—w-500-mim—Frances Dietrich	MCN	Jerusalem Journal—f-tps-ocr—Harold Leslie	ANT	
Bowling Tips—4tw-2c6-mat-ocr—Don Carter &	NNS	Fashion In The News—occ-cont-400-500-man-mim-illg—	AUN	Jess Nonsense—d/w—Roy Bliss	BLI	
Marion Ladouceur	UFI	lgo Karina Dubeg	UFS	Jews In Entertainment—w-2c6-mim-ill—Joe Kaliff	AMP	
Broadway—w-500-ocr—Jack Gaver	UFI	de Santis	UFS	*Jim Bishop: Reporter—3tw-300-mim—Jim Bishop	KFS	
Broadway Boogie—w-500-mim-varies-wire—Staff	LAT	Features—m-var-illg—Ida Fried	UFS	Joys Column—sw-300-mim—Jim Murray	LAT	
Buchwald Column—tw-500-mim—Art Buchwald	LAT	Federal Center—w-600-ocr—Rouillac Hamilton	DF	John Kessler Column—dex-sat-S-800-ocr—	MCN	
Business Briefs—d/w-500-mim—Martin J. Ross	LAW	Finding Security In Retirement—w-2c4-7-ocr-mat—	CSF	John Kessler	MCN	
Business Outlook—2tw-var-ill-mim—J. A. Livingston	PHS	Francis Nugent	CSF	John Sinor Column—w-400-mim-ocr—John Sinor	CNS	
By George!—6tw-150-mim-ocr—John Kessler	UFS	First Aid To The Ailing House—tw-500-mim-ocr	UFI	Joyce Haber Column—w-5tw-600-mim—Joyce Haber	LAT	
By No Means Neutral—tw-500-mim—	LAT	Roger C. Whitman	UFS	Karykure—w-2c4-mat-ill—Joe Kaliff	AMP	
Ernest B. Ferguson	UFI	Fisher—3tw-500-mim—Douglas Fisher	TTS	Kingsbury Smith—3tw-mim—Kingsbury Smith	KFS	
California Stagecoach Days—w-500-mim—	UFI	Food and Youth Health—sw-350-mim—	NEA	Kitchen Cynic—w-2c6-mim—Bern Sharfman	AMP	
Vern Hammond	UFI	Fredrick J. Stare, M.D.	LAT	Kohlmeier Column—3tw-700-mim-ocr—Louis Kohlmeier	CTN	
Call Me Ms.—w-600-mim-ocr—Audrey Gelles	CNS	Food for Americans—3tw-400-orp-ill-tape-ocr—	NEA	Ladies First—w-900-mim-ocr—Trislie Belmont	UFS	
Campus Opinion—w-500-mim—Undex Corp.	NNS	Aileen Claire	NEA	Las Vegas After Dark—5tw-500/600-man—	CEN	
Capital Fare—dex-sat-S-600-mim—Andrew Tully	MCN	Food For Thought—2tw-600-ocr-ocr—Dr. Jean Mayer	UFS	Las Vegas Diary—w-500-mim—Barney Glazer	TCN	
Capital Star—5tw-500-ocr—Joyce Greene, Jim Wiegart,	UFI	Food For Consumer—w-500-mim—Sidney Margolis	UFS	Las Vegas/Reno/Tahoe—w-500-mim—Barney Glazer	TCN	
Paul Healy, Jerome Cahill	CTN	For Women Only—3tw-500-mim—	DF	Lauten's Column—5tw-500-mim—Gary Lauten	TSS	
Car Crazy—w-var-orp-ill—Bilko	BPS	Dr. Lindsay Curtis	CTN	Legal Aid—d/w-500-mim—Martin J. Ross	LAW	
Carroll Corner—3tw-600-ocr—Joyce Lahn Kennedy	MCN	For Women Who Work—2tw-600-mim-ocr—	CTN	Lerner Column—tw-500-mim—Max Lerner	LAT	
Carroll Righter	MCN	Alice Skelsey	CTN	Lesson in English—dex/Sw-100-mim—W. L. Gordon	WLG	
Cassini Carousel—w-600-mim—Igor Cassini &	CF	Foreign Commentary—5tw-450-wire—Phil Newsom	UFI	Let's Reminisce—w-500-mim-ocr—Helen M. Pagel	CNS	
Liz Smith	CF	Free For The Asking—d-125-mim—Harriet Hart	UFS	Let's Stay Well—tw-400-mim-ocr—	UFS	
Cecil Smith Television Column—tw-400-mim—	LAT	Frank van der Linden	UFS	Dr. Eugene Scheinman	UFS	
Celebrity Cookbook—w-800-mim-illg-ocr—	CTN	Freighter Travel—f (l iterates with "Travel Scene")	HIS	Let's Talk—w-500-mim-ocr—Rev. Lee Truman	CNS	
Celebrity Interviews—occ-600-mim-illg—	WNS	1000-mim-illg—Norman Austin	PT	Letters From Dad—d/w-500-mim—Martin J. Ross	LAW	
Rebecca Morehouse	OPS	From New York—w-750-orp-ill—Creighton Peet	PT	Liberated Woman—3tw-400-mim-ocr—Mary McGrath	UFS	
Celebrities Laugh—w-qnt-orp-ill—misc. cartoonists	OPS	Frontiers of Medicine—w-800-mim—Dr. Anita	CNS	Life Begins At 40—dex-sat-S-500-ocr—	MCN	
Celebrities Speak—w-qnt-orp-ill—misc. authors	OPS	Stevens & John Sanford Harper	CNS	Robert Peterson	MCN	
Center Stage—w-400-mim—Joseph Thesken	CNS	Front Row—w-600-mim—w-500-mim—	DF	Litter—w-2c6-mim—w-4tw-600-mim—	CTN	
Centisale Shopping—w-400-mim-ocr—Joyce Roark	CNS	Garnering—S-450-orp—Irwin & Marath Jones	DF	Looking Ahead—w-2c-ocr-mat—Sid Hathaway	SM	
Champion Athlete—ds-250/300-man—Johnny Unitas &	CEN	Gee Whiz, Boss—w—Eleanor Harris	HMR	Lou Edman Describes—w-700-man—Lou Edman	EDM	
George Dintman	CEN	General Features & News Items—w/m-var-mim—	WUP	Louisa's Letter—w-2c4-1/2-ocr—Louisa	EDC	
Charles W. Yost Column—w-800-mim-telex—	FRY	Glad You Asked That!—3tw-750-ill-ocr—	PHS	Love On Life—w-600-mim—Phillip H. Love	MCN	
Ambassador Charles W. Yost	UFS	Marilyn & Hy Gardner	PHS	Love Down From the Congressional Record—w-500—	CRU	
Chess Column—w-mim-ill—Shelby Lyman	EP	Global Report—w-1c5-mim—Barney Glazer	TCN	Lowell Pointe Column—w-600-mim—Lowell Pointe	MCN	
Chess Time—w-600-mim-ocr—Joseph Mill Brown	CNS	Golden Gleams—w-1c5-1/2-ocr—Staff	GFC	Mad Moments In Americana—w/m/sm-500-var-orp—	OTH	
Christian Science Monitor News & Picture Service—	RTS	Good News—w-mim—Hub Keavy	LAT	Maddox Column—w-400-orp-tape-ocr—Gaynor Maddox	NEA	
5tw-var-illg-mim-illg—	DF	Good News Only—w-700-mim—Roger Sharp	CTN	Manic Carpet Over Broadway—d-2c6-mim-ill—	UFS	
Clyde Moore Says—ds-175-mim-ocr—Clyde Moore	DF	Gross Roots Clinicians—w-200-mim—Kerwin Hoover	UFS	Joe Kaliff	AMP	
Join-Visa—w-500-ill-mim-illg—Leon Lindheim	NNS	Growth Old Relatively—w-500-mim—Phil Kelly	NPF	Main Street Column—d/w-var-man (twx or mail)—	UFS	
Concert News—w-500-mim-illg—Gerry Gregey	UFI	Grow Up—w-500-mim—	CTN	Mad Moments In Americana—w/m/sm-500-var-orp—	OTH	
Consumer Contact—sw-800-mim—Arthur E. Roark	CNI	Hints From Heloise—d-mim-mat-ocr—S-tps-hpt-color:	KFS	Magic Carpet Over Broadway—d-2c6-mim-ill—	UFS	
Consumer Fraud—Don't Be Cheated—w-250-mim—	WER	mat-ocr—	WOR	Joe Kaliff	AMP	
Joe Werner	WER	Hollywood Beauty—tw-850-mim-illg—Lydia Lane	LAT	Mainly For Seniors—w-300-mim-ocr—John T. Watts	CNS	
Consumer Products—occ-cont-mim-var	INM	Hollywood Diary—d-500-mim—Barney Glazer	TCN	Man and Medicine—w-600-mim-ocr—	CNS	
Consumer Q&A—2tw-500-mim-ocr—Bess Myerson	CTN	Hot Line—6tw-800-mim-ocr—James Bacon	UFS	Mannes Speaking—w-800-mim—Marya Mannes	UFS	
Consumer's Question Box—w-900-mim-ocr—	UFS	Hollywood News Wire—d-400-mim—Barney Glazer	TCN	Margo—3tw-850-ocr-ocr—Margo Coleman	PHS	
Margaret Dona	UFS	Hollywood Scene—d-750-mim-illg—John Austin	HIS	Marianne Means' Washington—3tw-mim—	KFS	
Contemporary Newstudies of The Week—w-var-	CEN	Hollywood Today—6tw-500-ocr—Norma Lee Browning	CTN	Marilyn Mantor—w-500-mim—Marilyn Mantor	AMW	
nim Sidney Jackson	CEN	Hollywood Wh-Wh-Wh—w-500-ocr—Pete Rogers	GRG	Marilyn Beck's Hollywood—d/S-600-mim—	NYT	
Continental Diary—w-750-mim—Noel Anthony	NANA	Holmes Alexander Column—dexsat-S-600-mim—	MCN	Matter Of Fact—tw-500-mim—Joseph Alsop	LAT	
Continental Diary—w-900-mim-ocr—Noel Anthony	UFS	Holmes Alexander	MCN	Medi-Quiz—6tw-500-mim-ocr—W. R. Spence, M.D.	UFS	
Cooking Corner—w-500-orp-mim-illg—Susan Delight	CNS	Home Line—dex-S-300-mim—Dorothy Ritz	MCN	Medical Media—5tw-150-mim-ill—	LAT	
Cooking With Rojas-Lombardi—w-750-mim—	ASC	Home Renairs—w-750-orp-ill-color—C. Gordon	RPS	Meltzer on Real Estate—w-750-mim-ocr—	PHS	
Joins—ill	ASC	Home Town Flavor—w-300-mim—Kerwin Hoover	HIT	Bernard C. Melzer	CTN	
Cromley Global View—w-700-ocr-tape-ocr—	NEA	Homes Decorations—S-tps-mim-ill—Jonice Jordan	UFS	Menus, Food—var-700-ocr—Mary Meade	CTN	
Rav Cromley	NEA	Housing News—w-500-mim—Hugh L. Morris	MNS	Microscopes—6tw-100-mim-ocr—Don Maclean	UFS	
Cromley Washington Column—2tw-700-orp-tape-ocr—	NEA	How 'Bout Dat?—w-500-mim—Bob Howard	HOW	Military Analysis—w-1000-mim—	LTWP	
Rav Cromley	NEA	How To Keep Well—tw-600-ocr—T. R.	CTN	Brig. Gen. S. L. A. Marshall	LAT	
Crosby Columns—d-1c3-1/2/2c7-1/2-mim-illg—	EP	Humankind—w-400/500-mim—Vincent de Liberto	ATN	Build Your Money—sw-400-mim—Peter Weaver	LAT	
Joan Crosby	EP	Humor (Untitled)—w-50-mim-ill—Marc Drogin	DRO	Mini Reviews—4tw-400-ocr—Gene Siskel	CTN	
Crossroads—w-500-mim-illg—	SCO	I Loved It—w-700-mim—	CIT	Miracle Gardening—w-500-orp-ill-color—J. Finletter	BPS	
Curious Facts—d/w-400-mim-man—Donald Whitacre	CFP	William Arthur	CIT	Mirrors Of Washington—w-750-mim-ocr—	UFS	
Current Events in the Classroom—w-sea-500-mim—	TSS			Isabelle Shelton	UFS	
Martin Lipton	TSS			Modern Bridge—w-200-ill-ill—J. Fern	BPS	
Daffynities—dex-S-150-mim—Paul Gilbert	GFC			Modern Sherlock Holmes—w-350-ocr—	BPS	
Daily Investor—5tw-750-mim-ocr—Don G. Campbell	UFS			Mohr on Modes—w-800-mim-ill-ill—Beth Mohr	CNS	
Daily Poem—dex-S-50-mim—Eduard A. Guest	WSS			Movie Clips—w-450-ill-ill-ill-tape-ocr—Mort Reed	NEA	
Date Line—tw-600-mim-ocr—Eile Walt	UFS			Money In Your Pocket—tw-600-ocr—Martha Patton	CTN	
Dateline—J.N.—w-600-mim—Low Hal-	NANA			Monthly Mention—m-300-mim—Fred Dodge	MM	
David Reuben, M.D.—3tw-600-mim-ocr—	CTN			Mostly About People—w-500-mim—R. Osborne	ORP	
Dr. David Reuben	CTN			Motor Tips—w-500-mim—Stirling Moss	BPS	
David Eisenhower Column—w-750/900-wire-ocr—	PHS			Motor Racing—w-qps-man-mim—Ed Dunkelmann	INF	
David Eisenhower	PHS					
Dear Abby—3tw-700-ocr—Abigail Van Buren	CTN					
Dear Anna—w-700-ocr—Jackie Stenfanich	CNS					
Dear Anna—w-700-ocr—Jackie Stenfanich	WOR					
Dear Score—w-500-mim-ocr—Barbara Hartung	CNS					
Dennis Braithwaite—5tw-300-mim—Dennis Braithwaite	TSS					
Design for People—S-500-mim-ocr-ill—Emily Malino	UFS					
Designing Woman—3tw-700-mim-illg-ocr—	CTN					
Barbara Taylor Bradford	CTN					
Die Kluge Hollywood—3tw-800-orp-tape-ocr-ill—	NEA					
Die Kluge	NEA					
Distillates of Random Thoughts—w-200/300-mim—	REH					
Charles Rehn	REH					
Do-It-Yourself—ds-sph-var-man-ill-illg—Steve Ellingson	UB					

CLASSIFICATIONS OF FEATURES

Motorways—w-750-mm-orig-James Groth	CNS	Second Income—w-500-mm-Levin & Strauss	CIT	Think On These Things—51w-200-mm-Joyce Hilder	CTN
Movie Mail—d-500-mm-orig-Barney Glazer	TCN	Sen. Barry Goldwater Column—w-500-mm—		Think Pretty—w-500-mm-orig-Peggy Walker	CNS
Movie Review Wrapup—w-700-orig-Rex Reed	CTN	Sen. Barry Goldwater—w-500-mm—	LAT	Think Pretty—w-500-mm-orig-Peggy Walker	CNS
Mutual Funds—w-800-mm-orig-Don G. Campbell	UFS	Senator Soaper—61w-100-mm-orig-Bill Vaughn	UFS	Three Minutes A Day—41w-200-orig-Richard Armstrong	MCN
My Answer—61w-400-orig-Billy Graham	CTN	Senator Soaper Says—dex5at-300-mm-orig—		Through The Looking Glass—w-1200-mm—	NPS
My Name Is Aaron—tw-600-mm—Aaron Sussman	CHR	Bill Vaughn	NANA	ties That Bind—w-600-mm—Magr. James T. McHugh	NCF
NANA News Service—61w-750-mm—	NANA	Senior Citizens Review—m-1000-mm-orig—	Ed Nassauer	To Your Good Health—ds-750-orig-orig—	
NANA Pony Service—w-1300-mm-orig—	NANA	Smiley Column—Bill—w-800-orig—Bill Smiley	UFS	Dr. George C. Thosteson	PHS
NANA Weekend Report—w-400-mm-orig—	NANA	Snowmobiling—w-300/600 (1c24%) Ill-mat-orig—	Stan Davies	Today's Chuckle—10w-100-mm—Beulah Collins	GFC
National Black Omnibus Poll Story—w-500-xerox	BLP	Sketches—ds-100-mm—Ben Burroughs	GFC	Tavel In The News—w-500-mm-orig—George A. Adams	WSS
National Whirligig—51w-850-mm-orig—Ernest Cuneo	UFS	Skating With Jean-Claude Killy—w-sea-250-ill-mim-mat-orig—Jean-Claude Killy	NNS	Tom Tieda	NEA
National Whirligig—51w-800-mm—Ernest Cuneo	NANA	Skinner Tips—w-1227-mat-orig—Stan Davies	NNS	Top 20 Records—S-250-wire—Staff	UPI
Nature—w-375-orig—Edward S. Thomas	DF	Slm Gourmet—61w-800-mm-orig—Barbara Gibbons	UFS	Trade Winds—61w-800-mm-orig—Lou Schneider	UFS
Nevada News—w-500-mm—Barney Glazer	TCN	Smiley Column, Bill—w-800-orig—Bill Smiley	UFS	Traditional American Crafts—w-500-ill-mim-lgp—	
New Products—w-500-mm—Worth Cole	NPF	Snowmobiling—w-300/600 (1c24%) Ill-mat-orig—	Stan Davies	Judy Harper	NUN
New York Current—S-450-ill-mim—Mike Jahn	NYT	Space Age—w-750-mm-orig—Frank Macomber	CNS	Travel In The News—w-500-orig-cont-300/400-mm-man-orig—	SDS
New York Hometown Angles—S-var-man-orig—Staff	ICS	Speaking Of Dollars—tw-500-mm—Robert Rosefsky	LAT	l-gp—Sidney Polinsky	ANU
News Focus—41w-700-mm-orig—Charles Bartlett	PHS	Speaking Of Sports—w-600-mm-orig—Staff	LAT	Travel Scene—In (alternate with "Freighter Travel")—	
News Notes/Washington Notes—w-1c127-1c9-orig—		Special New York Correspondent—cont-var-man—	Ed Nassauer	1000-mm-lgp—Norman Austin	HIS
Lillian Hughes	EDC	Sports Unlimited—700-mm-orig—Staff Writers	ICS	Traveler's Clearing House—w-600-mm-lgp—	
Nicholas Von Hoffman—31w-750-mm-orig—	KFS	Spotlight On Education—w-1000-mm-orig—	Br. Benjamin Fine	Stephanie Bonnavage	CF
At Wit—ds-2c17-orig—Robert P. Thorne	THP	Stagecoach Days—w-500-mm—Vern Hammond	OHF	Trials and Tribulations—tw-300-mm—	
No Laugh'n Matter—21w-400-mm—Gloria Pitzer	CF	Stamping Around The World—w-500-mm-orig—	Blauvelt	Florence	AD
Norton Mockridge—51w-750-mm-orig—Norton Mockridge	UFS	State Of Affairs—tw-500-mm—Clayton Pritchey	LAT	Tribune Perspective—41w-700-orig—Vernon Jarrett	
Nor Hollywood—d-500-mm—Barney Glazer	TCN	Stereo Equipment—d-500-mm—Barney Glazer	TCN	Mike Killian, Frank Starr & William Anderson	CTN
*Now See Here!—41w-mim—Bert Bacharach	KFS	Stitching Witchery—w-400-mm-orig—Betty W. Kinser	CNS	TV Time Answer Man—61w-400-mm-orig—	
N-Vironment—w-750-mm—Norm Davis	NMD	Straight Talk—w-600-orig—Tom Anderson	AMW	Richard K. Shull	UFS
N-Xeditorial Column—61w-300/200-orig-tape-orig—	NEA	Stop Killing Yourself—dex-600-orig—	Electronic Evaluator	TV Time Reviews—71w-600-mm-orig—Dan Lewis	UFS
Odd-Ditties—d-730-mm—John Milton Hagen	GNF	Stop Killing Yourself—dex-600-orig—	Peter J. Steiner, M.D., F.A.C.P.	TV Time Services—w-600-mm-orig—	
Of All Places—w-750-ill-orig-orig—Horace Sutton	PHS	Star Interviews—w-500/1000-orig—John Finletter	BPS	TV Time Services—w-600-mm-orig—	
Of Crime and Punishment—w-600-mm—		Strange Destinies—w-600-mm—J. Macklin	BPS	TV Time Services—w-600-mm-orig—	
Milton G. Rector	NANA	Strange World Of Brad Steigler—w-500/2 col-orig—	Brad Steigler	TV Time Services—w-600-mm-orig—	
Of Crime and Punishment—w-600-mm-orig—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Milton G. Rector	UFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Of Arms and Men—w-250-mm-orig—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Col. Robert D. Hehl	UFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Of Atoms & Men—w-650-mm—Irving Bengelsdorf	ESN	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Of Smith and Men—tw-400-mm—Jack Smith	LTPW	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Off The Beaten Track—w-525-mm-ill—Bernard Gelman	GEL	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Olderman Column—w-orig-tape-orig—Harry Olderman	NEA	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
On Being Black—w-250-mm—Sandra Hagerst	LAT	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
*On The Line—dex-at-mim—Bob Considine	KFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
On The Other Hand—w-600-mm—Dolores Curran	NCF	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
On The Right—31w-mim—William F. Buckley, Jr.	KFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
On The Wire—21w-750-mm-ill-mim—John J. Westley	DNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Once Over Lightly—w-400-mm-orig-ill—Ann Rudy	CNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Only In America—w-300-mm—Harry Golden	UFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Open House—w-300-mm-orig—James M. Woodward	CNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Organic Living—w-700-mm-ill—Robert Rodale	CTN	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Our Children—w-600-mm-orig—Dr. Willard Abraham	CNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Our Environment—w-750-mm—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Jeff Stansbury & Edward Plattau	LAT	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Outrider—tw-600-orig—Gary Willis	UNP	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Over Hollywood & Broadway—w-500-xerox—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Phil Kalkor	AEW	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Palmer Strategy—w-2c77-mat-orig—Arnold Palmer	NNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Overview—w-600-mm—Miles Copeland	GRN	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Parents Ask—51w-500-orig-orig—Louis Bates Ames, Ph.D.	PHS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Parents and Children—31w-300-ill-mim-mat-orig—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Arnold Arnold	NNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Part Sixty-two—w-31w-50-mm—Meg Hale	HAL	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Patterns—For Better Living—ds-var-sph-man-ill-lgp—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Steve Ellingson	UB	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Paul's Parents Tips—P. Burns	BNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Peacock Alley—w-100-mm—Eithel Burge	BUR	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Pen Is Mightier Than The Couch—w-var-man-ill—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Patricia Lavlin	BUR	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Pennsylvania Avenue—w-600-mm-orig—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Michael O'Connor	CNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
People and Problems—d/w-500-mm—Martin J. Ross	LAW	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Personal Finance—w-700-orig-tape-orig—Carlton Smith	NEA	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Pet Health—w-500-mm-orig—Dr. Stan Jackson	CNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Pets And Their People—w-800-mm-orig—Alice Scott	UFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Pet Fun—w-500-mm-orig-lgp—Gilbert Hill	CNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Phyllis Mitchell's Column—dex-300-mm—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Phyllis Mitchell	MIT	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Poetry—occ-var-man-tape—Norman Kirk	KIR	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Poetry—w-var-mim—Wolf Pasmank	WUP	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Point of View—w-600-mm-orig—Don Freeman	CNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Poling Column—w-700-orig-tape-orig—David Poling	NEA	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Polly's Pointers—ds-450-orig-ill-lim-tape-orig—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Polly Cramer	NEA	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Pop Scene Answer Man—w-800-mm-orig—	UFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Pop Scene Service—w-5000-mm-orig—Barbara Lewis	UFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Popular Records—w-300-orig—William Lafler	UPI	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Postcards—51w-800-mm—Stan Delaplane	CHR	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Profile—w-750-ill-xerox—Staff	BLP	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Press Of People—w-500-mm—Ward	NEA	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Prize & Kahns—w-200-orig—J. Kesner Kahn	AMV	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Punnett Prayer—w-2c77-orig—Phil E. Pierce	PUN	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Questions Women Ask—w-500-mm-orig—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Dr. Eleanor B. Rodgers	CNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Racing Form Selections—var-100-wire—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Racing Form	CTN	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Ralph Novak's National Sports Column—w-450-orig—	NEA	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Reader's Courtroom—dex-300-mm—Herry Rothblatt	GFC	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Reading For Knowledge—w-500-mm—Barney Glazer	TCN	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Real Estate Column	BBE	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Record Rap—w-750-mm-lgp—John Austin and various	HIS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Record/Tape Reviews—w-500-mm—Barney Glazer	TCN	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Recycling with Imagination—m/sm-var-orig-ill—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
len. Elens	BUN	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Religion—w-750-mm-orig—Claire Cox	CNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Report From Scandinavia & Ones Here—occ-cont—		Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
200/300-man-mim-lgp—Else Hofman	AUN	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Retakes—d-200-mm—Barney Glazer	TCN	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Retirement Report—w-750-mm—Theodor Schuchat	UFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Retirement Report—700-mm-orig—Theodor Schuchat	UFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Richard Joseph Column—w-450-mm—Richard Joseph	UFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Right Angle—tw-600-orig—Paul Greenberg	UNP	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Rights 'n Wrongs—w-400-orig-mim—Riv Tobin	CNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Rowan Column—31w-800-orig-orig—Carl T. Rowan	PHS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Royal Entertainment—S-900-mm-ill-orig—Rex Reed	CTN	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Ryan Column—w-orig-tape-orig—Joan Ryan	NEA	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
St. John's Journal—w-700-mm-orig—Jeffrey St. John	CNS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Say It Straight—w-600-mm—Victor Lasky	NANA	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	
Say It Straight—w-600-mm-orig—Victor Lasky	UFS	Sum and Substance—w-600-mm—	Fr. John Sherrin, CSP	TV Time Services—w-600-mm-orig—	

Anderson Features

See ad on Page 24A

Andy Capp—d-4c-5c-mat; S-pt-hps-tps-mat— Reggie Smythe..... PHS	Dondi—d-4c-5c-mat-orp; S-hps-tps-pt-mat-orp— Irwin Hasen..... CTN	Judge Parker—d-4c-5c-mat; S-pt-hps-tps-mat— Dr. N. P. Dallis & Harold Le Doux..... PHS	
Animal Crackers—d-4c-5c-mat-orp; S-pt-hps-hpt-tps-mat-orp —Roger Bollen..... CTN	Doonesbury—d-4c; S-hps-tps-hpt-pt-4c; mat— Garret B. Trudeau..... UNP	*Katzenjammer—S-hpt-tps-mat-orp—Joe Musial..... KFS	
Apartment 5C—d-4c-5c; S-pt-hps-tps-mat— Alex Kotzky..... PHS	Dotty—d-4c; S-pt-hps-tps-mat—Buford Tume..... PHS	Kelly—d-4c/S-hps, tps, hpt, pt-4c-mat—Jack Moore..... UNP	
*Archie—d-4c; S-hps-tps-pt-hpt-qph; mat-orp— Bob Montana..... KFS	Dunagin's People—(d-2c) (S-tps-hpt)-mat—Ralph Dunagin..... PHS	Kerry Drake—d-4c-5c; S-pt-hps-tps-mat— Alfred Andriola..... PHS	
B.C.—w-4c2½"-orp—Pat Anderson..... AND	Eb and Flo—d-4c2½" pt-hps-tps-orp-mat— Paul Sellers..... UFS	Kid's Books—w/m-qps-mat—various authors..... SPS	
B.C.—d-4c-5c; S-pt-hps-tps-mat—Johnny Hart..... PHS	Eek & Meek—d-4c2½"-orp-mat; S-hps-tps-qps-pt- orp-mat—Howie Schneider..... NEA	Kitty Higgins—S-½qps-mat—Ferd Johnson..... CTN	
B.C.—d-4c/S-5c-pt-hps-tps-hpt-orp-mat—Johnny Hart..... MIL	Emmy Lou—d-4c2½"-1c2"-hpt-pt-hps-tps-orp-mat— Marty Links..... UFS	Life With Ripples—w-2c4½"/4c2½"-orp-mat Lil Abner—d-4c-5c-mat-orp; S-hps-tps-pt-mat-orp— Al Capp..... CTN	
Bac Talk—sw-4c5"-orp—Bob Howard..... HOW	Entertainment and Cultural Events—occ-cont-min-var *Etta Kett—d-4c-mat-orp—Paul Robinson..... KFS	Little King, The—S-hpt-tps-mat-orp—Otto Seglow..... GFC	
*Barney Google and Snuffy Smith—d-4c; S-hps-tps-pt-hpt- qph—Fred Lasswell..... KFS	Everybody's World—S-tps-mat-orp—Frank & Claire Ford..... CTN	Little No-No & Sniffy—d-4c2½"-orp-mat—George Fett..... UFS	
Batman & Robin—d-3c-5c-hps-tps-pt-mat-orp— Bob Kane..... LED	Feiffer—w-5c-6c-mat—Julius Feiffer..... PHS	Little Orphan Annie—d-4c-5c-mat-orp; S-hps-tps, pt, hpt-mat-orp..... CTN	
Belvedere—d-2c3¼"-mat-orp—Nat Greenwood..... AD	Fennel—w-5c-6c-mat—Julius Feiffer..... PHS	Little Pedro—d-4c2½"-mat-orp— William de la Torre..... LAT	
*Beetle Bailey—d-4c-5c; S-hps-tps-pt; mat-orp— Mort Walker..... KFS	Ferdinand—d-4c2½"-hps-tps-pt-hpt-orp-mat—Mik..... UFS	Little Sport—d-4c1¼"-mat-orp—John Rouson..... GFC	
Berly—d-4c2½"-orp-mat; S-hps-tps-pt-orp-mat— Berys, The—d-4c; S-pt-hps-tps-hpt-mat— Carl Grubert..... PHS	Fignments—d-4c2½"-mat-orp-orp—Dale Hale..... RTS	Louie—d-4c-mat-orp; S-tps-pt-hpt-mat-orp— Harry Hanan..... CTN	
Berry's World—d-4c; S-pt-hps-tps-hpt-mat— Carl Grubert..... PHS	Flamingo—d-4c2½"-mat-orp—Ruth Schaefer..... PF	Luther—6tw-4c1¼"-mat-orp—Brumsic Brandon, Jr..... LAT	
Berry's World—d-2c5¼"-mat-orp; S-tps-qps-hpt— Jim Berry..... NEA	*Flash Gordon—d-4c; S-hps-tps-pt; mat-orp—Dan Barry KFS	*Mandate The Magician—d-4c; S-hpt-tps; mat-orp— Lee Falk and Fred Fredericks..... KFS	
Bible Stories In Color—w-hps-mat—La Sorigente..... SPS	Flintstones—d-4c2½"-orp-mat; S-hps-tps-pt-orp-mat— Hanna-Barbera Productions..... MCN	Mark Trail—d-4c-5c-mat; S-pt-hps-tps-mat—Ed Dodd PHS	
*Big Ben Bolt—d-4c; S-hps-tps-pt; mat-orp— John Cullen Murphy..... KFS	Forever Female—S-pt-hps-tps-mat—Eugene Craig..... DF	Marmaduke—d-2c5"-mat-orp; S-tps-hpt-mat-orp— Brad Anderson..... NNS	
Big George—(d-2c-1½c-ilm) (S-hpt-tps-mat)— Virgil Partch..... PHS	Frank and Ernest—d-4c2½"-orp-mat; S-tps-hpt-orp mat—Bob Thias..... NEA	Mary Worth—d-4c-5c; S-pt-hps-tps-mat— Allen Saunders and Ken Ernst..... PHS	
*Blondie—d-4c-5c; S-hps-tps-pt; mat-orp— Dean Young & Jim Raymond..... KFS	Fred and Others—d-4c2½"-orp-mat—Ron Tandberg..... UFS	Maw Green—S-1/5ps-mat..... CTN	
Bobby—d-4c2½"-mat-orp—S. M. Iger..... PF	Fred Bassett—d-4c-mat; S-tps-hpt-mat—Alex Graham..... PHS	Mayor Malnot—w-4c2½"-mat-orp— Medicare—d-2c3¼"-mat-orp—Reamer Keller..... AD	
Boner's Ark—d-4c; S-tps-hps-pt; mat-orp— Addison (Mort Walker)..... KFS	Freddy—d-4c-mat; S-tps-hpt-mat—Robert Baldwin..... PHS	Mickey Finn—d-4c2½"-orp-mat; S-hps-tps-pt-orp— mat—Lank Leonard..... MCN	
Brenda Starr—d-4c5c; mat-orp; S-tps-pt-mat-orp— Dale Messick..... CTN	Friday Foster—d-4c-mat-orp—S-tps-hpt-mat-orp..... CTN	*Mickey Mouse—d-4c; S-hps-tps-hpt-qph-mat-orp— Walt Disney..... KFS	
*Brik Bradford—d-4c; S-hps-tps; mat-orp— Paul Norris..... KFS	Frontiers of Science—5tw-4c2½"-5c3"-mat-orp. Ph.D. Andrea Bresciani, Robert Raymond & Stuart Butler, LAT	Miss Peach—d-4c; S-tps-hpt-orp-mat— Mell Lazarus..... MCN	
*Bringing Up Father—d-4c; S-tp-hpt; hps-tps; mat-orp— Kavanaugh-Fletcher-Camp..... KFS	Funky Winkerbean—d-4c-5c-mat; S-tps-hpt-mat— Tom Batluk..... PHS	Miss Peach—d-4c-5c-mat-orp; S-pt-hpt-hps-tps-mat-orp-mat— Mell Lazarus..... PHS	
Broom-Hilda—d-4c-5c-mat-orp; S-tps-hpt-mat-orp— Russ Myers..... CTN	Funland—S-hps-hpt-tps-orp-mat—Art Nugent..... UFS	*Mr. Abernathy—d-4c; S-hps-tps-hpt; mat-orp— Helson Jones and Frank Ridgeway..... KFS	
Bugs Bunny—d-4c2½"-mat-orp; S-hps-tps-pt-mat-orp— Rahim Heimdahl & Al Stoffel..... NEA	Funny Business—d-2c1¼"/1c3¼"-mat-orp— Roger Bollen..... NEA	Mixed Singles—d-4c2½"-hps-tps-pt-orp-mat—Bill Brown & Mel Casson..... UFS	
Buz Sawyer—d-4c S-hpt-tps-mat-orp— Roy Crane..... KFS	Gabe & Loli—d-4c-mat-orp—Rose E. Bunn..... UFS	Moo—d-4c2½"-mat-orp—Mogenson and Cornelius Womma—d-4c-mat; S-tps-hpt-mat—Mell Lazarus..... PHS	
Campus Clatter—d-4c2½"-mat-orp; S-hps-tps-qps-pt— Larry Lewis..... NEA	Gasoline Alley—d-4c-5c-mat-orp—Bill Perry..... CTN	Moore Mullins—d-4c-5c-mat-orp; S-pt-tps-hpt-mat-orp— Ferd Johnson..... CTN	
Cap'n Kidd—w-4c2½"-orp—Pat Anderson..... AND	Gasoline Alley—d-4c-5c-mat-orp—Dick Moores..... CTN	*Moose Miller—d-4c; S-tps-hpt-mat-orp—Bob Weber — KFS	
Cappy Dick—S-pt-hps-tps-hpt-mat—Cappy Dick..... PHS	Gil Thorp—d-4c-mat-orp—Jack Berrill..... CTN	Mostly Male—S-pt-hps-tps-mat—Doc Goodwin..... DF	
*Captain and the Kids—S-hps-tps-pt-hpt-orp-mat— John Dirks..... UFS	Good Earth Almanac—S-pt-hps-tps-mat—Mark Gregory UNP	*Mugs and Skeeter—d-4c; S-tps-hpt-mat-orp—Wally Bishop..... KFS	
Captain Easy—d-4c2½"-mat-orp; S-hps-tps-pt-hpt- mat-orp—Bill Crooks & Jim Lawrence..... NEA	Gordo—d-4c2½"-hps-tps-pt-hpt-mat—Gus Arriola..... UFS	Mutt & Jeff—d-4c2½"-mat-orp; S-hps-tps-pt-mat-orp— Al Smith..... MCN	
Carnival—d-2c5¼"-mat-orp; S-hps-tps-pt-hpt-mat-orp— Dick Turner..... NEA	Grandpa's Boy—w-4c-mat-orp—Brad Anderson..... SM	*Nancy—d-4c4½"/5c2½"-pt-hps-tps-mat-orp— Ernie Bushmiller..... UFS	
Catfish—d-4c-mat-orp; S-tps-hpt-mat-orp— Roy Bollen & Gary Peterman..... CTN	Griff And The Unicorn—d-4c-mat—Dave Sokoloff..... UNP	Nature Notes—S-tps-mat-orp—Joseph Parrish..... CTN	
Chameleon—d-4c/5c-mat-orp—Al Wiseman..... ALL	Grin & Bear It—(d-2c-3c-1½c) (S-pt-hps-tps-hpt- sph) mat—George Lichty..... PHS	Natureburg—S-tps-hps-mat—John Hazlett and Edward S. Thomas..... DF	
Christmas Strip—sea-var-orp-mat-ill..... NEA	Grubby—4c-mat-orp—Warren Sattler..... SM	Nubbin—d-4c-mat-orp—James Burnett and Henry Boltinoff..... KFS	
Christmas Strip—sea-4c/5c-mat-orp—Walt Disney..... KFS	Hagar The Horrible—d-4c; S-hps-tps-pt; mat-orp— Dik Browne..... KFS	On Stage—d-4c-5c-mat-orp; S-hps-tps-pt-mat-orp— Leonard Starr..... CTN	
Comics—Page of Comics—w-w 5c-mat-orp..... SM	*Half Hitch—d-4c; S-hps-tps-pt; mat-orp— Hank Ketchum..... KFS	One Angry Man—3tw-300-orp—Tim Shepard..... INO	
Comics—Page A—8c-mat..... SM	*Heart of Juliet Jones, The—d-4c-5c; S-hpt-tps-qph; mat-orp—Stan Drake..... KFS	Our Boarding House—d-2c3¼"/2½c4¼"/3c5"-orp-mat; S-hps-tps-pt-hpt-orp-mat—Les Carroll & Tom McCormick..... NEA	
Comics—hp-qc/6c/4c-mat..... SM	Helen Homemaker—w-4c3"-orp-mat— Gean & Lloyd Birmingham..... NPF	Our New Age—S-pt-hps-tps-mat—Atheletan Spilhaus & Gene Pawcette..... PHS	
Conchy—d-4c2½"-orp-mat—James Childress..... CHI	*Hi and Lois—d-4c; S-hps-tps-pt-hpt-qph— John Liney and Don Trachte..... KFS		
Dateline: Danger!—d-4c-mat-S-pt-hps-tps-mat— John Saunders & Alden McWilliams..... PHS	Inklings—S-tps-mat-orp—Robert Leffingwell..... CTN		
Deems—w-4c-mat-orp..... SM	Isn't It The Truth!—5tw/5c-150-orp—Carl Riblet, Jr. INO		
Dennis the Menace—(d-2c) (S-pt-hps-tps)-mat— Hank Ketcham..... PHS	Jack Knife and T. Spoon—d-2x7¼"-orp-mat—Sarge O'Neill..... SOU		
Dick Tracy—d-4c-5c-mat-orp; S-hps-tps-pt-mat-orp— Chester Gould..... CTN	Jackson Twins—d-4c/5c2½"-orp-mat; S-hps-tps-orp- mat—Dick Brooks..... MCN		
Doc Savage—d-4c/5c-mat-orp; S-hps-tps-mat-orp— Staff Artists..... LED	Jasper—S-hpt-mat-orp—James Simpkins..... CWF		
Dr. Kildare—d-4c; S-tps-hpt; mat-orp—Ken Bald..... KFS	Jeff Cobb—d-4c2½"-mat-orp—Pete Hoffman..... GFC		
Dooley's World—d-4c; S-hps-tps-pt-mat-orp— Roger Bradfield..... KFS	Jer' Smith—d-4c-mat—Johnny Pierotti..... CFT		
*Donald Duck—d-4c; S-hps-tps-qph-hpt-qh box; mat-orp Walt Disney..... KFS	Jest For Laifs—d-4c/5c-orp-mat—Audie Brandsford..... CTN		
	Joe Palooka—d-4c2½"-orp-mat—Tony DiPreta..... MCN		
	*Johnny Hazard—d-4c; S-hps-tps-pt; mat-orp— Frank Robbins..... KFS		
	Johnny Wonder—S-hps-tps-pt-orp-mat—Dick Rogers..... NEA		
	Johnny Wonder—d-4c3"/2c6¼"-orp-mat—Dick Rogers EF		



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Sullivan NEA
Party Politics—5tw-3c2½"/3c3½"-mat-orp—Dick
Wright & Stan Davis LAT
*Peanuts—dS-4c1½"/5c-hps-tps-pt-hpt-orp-mat—
Charles M. Schulz UFS
Peon Romeo—d-var-orp-mat—Jim Janeway WIN
Perkins—d-4c1½"/5c-hps-tps-pt-hpt-orp-mat—
Miles RTS
Pistachios—d-4c2½"-mat-orp—Frank Sematones SEM
Pistachios—d-ps-orp-ill—Sematones RPS
Plain Jane—dS-4c2½"-mat-orp—Frank Baginski MCN
Play-Funnies—8tw-3c2½"-mat-orp—Becky CTN
Pluribus—d-4c/S-hps-tps-pt-hpt-orp-mat—Bill Rechin ART
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Point of View—w-600-orp-mat—Freeman CNS
Polly—d-4c-mat-orp; S-hps-tps-pt-hpt-orp-mat—
Mal Hancock CTN
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Dr. P. Dallas, M.D. & Frank Edgington PHS
Rick O-Shay—d-4c-mat-orp; S-hps-tps-pt-hpt-orp-mat—
Stan Lynde CTN
*Rip Kirby—d-4c-mat-orp—John Prentice and Fred
Dickenson KFS
*Ripley's Believe It Or Not!—d-2c-3c; S-hps-tps-pt-hpt-orp-mat—
KFS
Rivets—d-4c-mat; S-hps-tps-pt-hpt-orp-mat—
George Stata KFS
Rural Delivery—w-4c-orp-mat—Al Smith SM
Ryatts, The—d-4c-5c-mat—Jack Elore PHS
Sally Bananas—d-4c2½"-mat-orp; S-4 color hps/tps; 4
color pt/hpt-mat-orp—Charles Barosatti LAT
Sam Scout—d-4c/S-hps-tps-pt-hpt-orp-mat—
Len Glasgow WOR
Sassy Lump—sw-500-orp-mat—Tony Auth UNX
Sandy—dS-sph-orp-mat—James Unwin HPS
Sassafra Tea—w-3c4"-orp—Bob Howard HOW
*Scamp—d-4c; S-hps-tps-pt-hpt-orp-mat—
Walt Disney KFS
Scoop Roundtree—w-4c5"-orp—J. Anderson/N. Diggs AMA
Sgt. Stripes—d-4c2½"-mat-orp; S-hps-tps-pt-hpt-orp-mat—
Bill Horvella NEA
*Secret Agent Corrigan—d-4c-mat-orp—Al Williamson and
Archie Goodwin KFS
*Sesame Street—d-4c; S-hps-tps-pt-hpt-orp-mat—
The Children's Television Workshop KFS
Shanghai Lil—dS-2x7½"-orp-mat—Sarge O'Neill SOU
Short Ribs—d-4c1½"/1c6½"-mat-orp; S-hps-tps-
pt-hpt-orp-mat—Frank O'Neal NEA
Signs of the Times—6tw-3c-mat-orp—Val Valentine CTN
Small Society—(d-3c2½"/4c2½"-mat-orp) (S-tps/
4c3½"-mat-orp) Morrie Brickman WSS
Smidgens—d-4c7"-mat-orp—Bob Corday NNS
Smitty—d-4c-mat-orp; S-hps-tps-pt-hpt-orp-mat—
Walter Berndt CTN
*Steve Canyon—d-4c-5c-mat; S-hps-tps-pt-hpt-orp-mat—
Milton Caniff PHS
Steve Roper—d-4c-5c-mat; S-hps-tps-pt-hpt-orp-mat—
William Overgard & Allen Saunders PHS
*Tarzan—dS-4c2½"-hps-tps-pt-hpt-orp-mat—
Eugene L. Burroughs UFS
10th Cavalry—d-4c5"-orp—J. Anderson/N. Diggs AMA
The Born Loser—d-4c2½"-mat-orp; S-hps-tps-pt-hpt-orp-mat—
Art Sansom NEA
The Bosleys—w-5c9½"-4c7½"-hpt-tps-orp-mat—
John Stees UFS
The Chargers—dS-4c/5c-orp-mat—Ross E. Bunch CEN
The Colonial—d-4c2½"-orp-mat—Joe Escurridio UFS
*The Dropouts—dS-4c2½"/pt-hps-tps-orp-mat—
Howard Post UFS
The Flop Family—d-4c-mat-orp—George O. Swanson KFS
The Genius—d-4c; S-hps-tps-pt-hpt-orp-mat—
Olden KFS
The Good Old Days—dS-9c½"-4c7½"-tps-hpt-mat-
Erwin L. Hess UFS
The Hawk—d-4c2½"-mat-orp—Rod Maxwell PF
*The Little Woman—d-1c-2c; S-hps-tps-pt-hpt-orp-mat—
Don Tobin KFS
*The Lockhorns—d-2c; S-hps-tps-pt-hpt-orp-mat—
The Phantom—d-4c; S-hps-tps-pt-hpt-orp-mat—
Lee Falk and Seymour Berry KFS
The Secret Heart—d-4c-mat-orp; S-hps-tps-pt-hpt-orp-mat—
Jim Lawrence & Jorge Franch CTN
The Small Society—dS-3c/4c-orp-mat-orp—
Morrie Brickman WSS
The Smith Family—dS-4c2½"-tps-mat-orp—Mr. & Mrs.
George Smith MIL
The Smith Family—(d-4c2½"-mat-orp) (S-tps-mat-
orp)—Mr. & Mrs. George Smith WSS
The Weekly Grab Bag—w-rr-orp—Staff CTN
The Wizard of Id—dS-4c/5c-pt-hpt-hps-tps-orp-mat—
Parker & Hart MIL
*There Oughta Be a Law—d-3c4½"/3c3½"-orp-mat—
S-hps-tps-pt-hpt-orp-mat—Whipple & Borth UFS
*They'll Do It Every Time—d-3c; S-hps-tps-pt-hpt-
orp-mat—Bob Dunn & Al Scaduto KFS
This Week In Astrology—S-hps-tps-pt-hpt-orp-mat—
Carl Payne Tobey NEA
Thornby—d-2c5"-mat-orp—Fred McLaren NNS
Those Crazy Pirates—dS-4c-mat-orp—Alfred Borelli
& Stephen Yoken AF
Those Were the Days—w-4c-mat-orp—Art Beeman SM
*Tiger—d-4c; S-hps-tps-pt-hpt-orp-mat—Bud Blake KFS
*Tim Tyler's Luck—d-4c-mat-orp—James R. Young KFS
Time Life Young Readers Series—w-hps-tps-mat—
Time-Life SPS

Titus Toga—dS-4c/5c-orp-mat—Frank Hill CEN
*Treasury of Classic Tales—S-hps-tps-pt-hpt-orp-mat—
Walt Disney KFS
*Trudy—d-2c; S-hps-tps-pt-hpt-orp-mat—Jerry Marcus KFS
Tumbleweeds—d-4c; S-hps-tps-pt-hpt-orp-mat—Tom K. Ryan KFS
Twitwh—w-4c-mat-orp—Howard Rands SM
Uncle Charlie—dS-1c-½"-mat-orp—Peter Laing WSS
Uncle Charlie—d-4c2½"-mat-orp—Peter Laing MIL
Weather Smiles—w-1c5"/3c5"-orp—Staff EDC
Wee Pals—d-4c; S-hps-tps-pt-hpt-orp-mat—
Morrie Turner KFS
Weepin' Willows—d-4c/S-hps-tps-pt-hpt-orp-mat—
Joe Fazio WOR
Winky Ryatt—S-hps-tps-pt-hpt-orp-mat—Jack Elrod PHN
Winnie Winkle—d-4c-mat-orp; S-hps-tps-pt-hpt-orp-mat—
Cats CTN
Weather—d-4c2½"-mat-orp; S-hps-tps-pt-hpt-orp-mat—
Dick Cavalli NEA
Wonderword—S-hps-tps-pt-hpt-orp-mat—Jo Ouellet MCN
Woody's World—d-2c5"-mat-orp—John Holm NNS
Wonderword—S-hps-tps-pt-hpt-orp-mat—Jo Ouellet CWF
Yankee Doodles—(d-4c2½"-mat-orp) (S-4 color
hps/tps; 4 color-pt-hpt-orp-mat) LAT
Yogi Berra—S-hps-tps-pt-hpt-orp-mat—
Hanna Barbera Productions MCN
Ziggy—d-2c4½"-S-hps-tps-pt-hpt-orp-mat—Tom Wilson UNP

CULTURAL

Art, Entertainment, Literature Poetry, Theatre
(See Columns—Classification No. 11)

13-EDITORIAL (TEXT)

A Conservative View—3tw-750-mim—WSS
James J. Kilpatrick
Affairs of State—d-500/750-man—Phil Hanna CAP
& Mary K. Shell
American Panoramas—tw-500-orp—MILD
John M. Schofield
American Way—w-spt/var-orp-ill AMW
Andrew Borowiec Writes—occ-600/750-mim-telex—
Borowiec FRY
Around The World Feature Packet on World Events—
w-1000-mim AFP
A Random—occ-var-man—REN
M. A. Kellner
Behind the Scenes at the United Nations—w-svp-var-mim—
David Horowitz WUP
Better Living Guide—w-pt-man—Ruth E. Thompson DIC
Better Living With The Stars—w-pt-man—Sally Miller DIC
Between the Lines—w-650-mim—
Edith Kornit ROO
Bishop Sheen Writes—w-600-mim—Most Reverend
Fulton J. Sheen, D.D., Ph.D. WSS
Bob Siedel—dS-200/250-man—Bob Siedel CEN
Campus Opinion—w-500-mim—Unidex Corp. NNS
Capital Stuff—5tw-500-orp—Jerry Greene CTN
Jim Wiegart, Paul Healy, Jerome Cahill
Capital Fare—dS-4c, sat & d-600-orp—Andrew Tully MCN
Charles W. Yost Column—w-800-mim-telex—
Ambassador Charles W. Yost FRY
Christian Science Monitor News & Picture Service—
5tw-var-igp-mim-orp—RTS
Constitution, The—d-500-mim—Porter Williamson MSC
Dalton Camp—w-700-mim—Dalton Camp TSS
Daisy, Wash., D.C.—3tw-550/450-man—
Theodore Roosevelt Ogden CEN
Diplomatic Pouch—occ-750/1500-ill-mim-telex-various
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Editor's Associate—cont-var-man-mim—BIS
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Holmes Alexander MCN
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Inside Report—5tw-900-mim—Evans & Novak MIL
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& Robert Novak PHS
Inside Washington—5tw-800-mim-orp—Robert A. Allen RTS
Interpretive Report—tw-750-mim-orp—Richard Wilson
It's My Opinion—2tw-600-mim—Irene Corbally Kuhn CF
Janeway Economic Service—4tw-700-orp—
Eliot Janeway CTN
Jim Fain Column—3tw-550-orp-ill—Jim Fain ART
Kohlmeier Column—3tw-700-mim-orp—Louis Kohlmeier
Like It Is By Me, All—w-500/650-orp—
Muhammad Ali LED
London Express Feature Service—2tw-3 sheets
(8½x11)-man—London Express UFS
London Express News Report—6tw-var-wire-mall—
London Express UFS
Lowell Ponte Column—3tw-600-mim—Lowell Ponte WSS
Mary McGroary Column—4tw-750-orp—Mary McGroary MCN
Morris Ryskind Column—2tw-750-mim—
Morris Ryskind UFS
National Whirligig—5tw-850-mim-orp—Ernest Cuneo WSS
New York Today—w-750/1000-mim—Albert Theroux PHS
News Focus—4tw-700-mim-wire-orp—Charles Bartlett NEW
Newsfeatures—d-var-orp-ill-ill-mim-lape-orp—Staff NEA
New Politics—5tw-750-mim—Milton L. Eron WSS
Oakley Editorial Column—6tw-orp-tape-ocr—Don Oakley NEA

Of Arms and Men—2tw-850-mim-ocr—
Col. Robert D. Heintz UFS
On The Right—3tw-William F. Buckley, Jr. WSF
Op-Ed—d-orp—Various Authors NYT
Outrider—tw-600-orp—Gary Willis UNR
Personality Spotlight—ind-size varies-wire—Staff UPI
Philip Wagner Column—sw-650-xerox—Philip Wagner WAG
Potomac Fever—dS-150-mim-ocr—Pat Mahan KFS
Presidential Report—5tw-500-mim—Warren Powers CTN
Reflections—d-1c3½"-mat-orp—Guy Wright KFS
Reflections—w-500/650-mim—Guy Wright LED
Review of the News—w-800-wire—Staff UPI
Right Angle—tw-600-orp—Paul Greenberg UNP
Rowan Column—3tw-800-mim-ocr—Carl Rowan PHS
Say It Straight—w-600-mim-ocr—Victor Lasky UFS
Spotlight Service—dS-750-mim-igp—
William J. Parsons UFS
The Conservative Column—d-600-orp—William Rucker
The Harris Survey—2tw-750-mim—Louis Harris CTN
The Nation—3tw-700-mim-ocr—Martin F. Nolan
Think On These Things—5tw-200-mim—
Joyce Hilder CTN
TRB from Washington—w-800-ps-mim—
Richard Strout NRF
Trimble Perspective—d-600-orp—
Vernon Jarrett, Mike Killian, Frank Starr & CTN
William Anderson
V.I.P.—3tw-500-mim-ocr—Maxine Cheshire CTN
Virginia Payette—3tw-800-mim-ocr—Virginia Payette CTN
Virginia Report—m-var-orp—W. D. Webb MEC
Warner, Denis—occ-750-mim—Denis Warner RTS
Washington Calling—3tw-900-ocr-mim—
Marquis Childs UFS
Washington Insight—3tw-800-mim-wire-ocr—
Joseph Kraft PHS
Washington Merry-Go-Round—dS-1000-orp-mim-ocr—
Jack Anderson UFS
Washington Merry-Go-Round Special—S-1000-orp-ocr-
mim—Jack Anderson UFS
Washington Watch—d-600-orp—H. M. Wey TRA
Watch On Washington—w-1000-mim-ocr—Clark
Mollenhoff RTS
Watching The World—3tw-750-mim—Crosby Noyes WSS
Wayne Howell's World—sw-500-mim—Wayne Howell TSS
Westell Report—w-750-mim—Anthony Westell TSS
We, We, We—d-600-orp—
Bob Morgan & Pete Hoffman GFC
William S. White—3tw-800-mim-ocr—William S. White UFS
Wilkins Column—w-750-mim-ocr—Roy Wilkins RTS
With The People—tw-600-ocr—C. Sumner Stone UNR
World Horizons—Sunday feature package—S-12,000-wire—
Staff UPI
World Focus, The—S-700/800-mim-telex—
William R. Fry FRY
You're Being Robbed—w-750-mat-orp—E. M. Scott LED

14-EDITORIAL CARTOONS

American Way—w-spt/var-orp-ill AMW
Andy Donato—w-3c4"-mat—Andy Donato TTS
Another View—d-14msx2½"/2c4½"-orp-mat—
John Stees UFS
Art Editor's Column—d-600-orp—Tony Auth CTN
Barron Cartoons—3tw-4c6"-mat-orp—Sld Barron TSS
Below Olympus—5tw-2c5"-mat-orp—Frank Interlandi LAT
Berry's World—d-2c-5c4"-mat-orp; S-tps-qps-hpt-mat-
orp—Jim Berry NEA
Bierman—3tw-4c-mat—Bob Bierman MIL
Blaine—3tw-3c/4c-mat-ill—Blaine MIL
Buster Editorial Cartoons—6tw-2c-3c-mat-orp—
Alfred J. Buescher KFS
Caricature Service—sw-1c2½"/1½c4½"-mat-orp—
Dick Wright LAT
Cartoon Comment On Illinois Politics and Government—
w-3c6"-mat-orp—Arthur A. Henrickson HEN
Cartoonatures—tw-4x5"-orp-mat—Sarge O'Neill SOU
Cartoon Comment—d-600-orp—Staff MIL
Christian Science Monitor News & Picture Service—
5tw-var-igp-mim-orp—RTS
Cobb Editorial Cartoons—w-3c7"-opt-orp—Ron Cobb SAW
Conrad Editorial Cartoon—5tw-3c6"-mat-orp—
Paul Conrad LAT
Corky Editorial Cartoon—sw-3c5"-mat-orp—
Corky Treadwell LAT
Crawford Cartoons—5tw-3c6½"-mat-orp—NEA
Bill Crawford
Crocket Editorial Cartoon—5tw-3c6"-mat-orp—
Gib Crockett WSS
Curtis Cartoons—5tw-3c4"-4c5"-orp-mat-orp—
Tom Curtis RTS
Darcy Editorial Cartoon—5tw-3c8"-mat-orp—
Darcy TSS
Doug Sneyd—5tw-2c3½"-mat-orp—Doug Sneyd TSS
Doug Wright—2tw-5c-mat-orp—Doug Wright MIL
Editorial Cartoon—w-3c-orp—Boyd & Wood MGN
Editorial Cartoon—w-2c6"-orp—John M. Schofield MLD
Editorial Cartoon—w-3c/3c-mat-orp—Dick Hodgins, Sr. SM
Editorial Cartoon—w-2c3½"/3c5½"-ill-mat-orp—
Kenneth CSP
Editorial Cartoon—5tw-3c6½"-mt-igp—Ralph Yoes CNS
Editorial Cartoon—w-2c4"-orp—Earl Wolf NCF
Editorial Cartoon—5tw-3c7"-mt-igp—Jim Knudson CNS
Editorial Cartoon—w-
Editorial Cartoons—Albert H. Wetzel BLP
Editorial Cartoons—w-nd-3c4½"-orp—Gloria Pitzer HAP
Editorial Cartoons—d-600-orp—
Eugene Craig & Joe Goodwin DF
Editorial Cartoons—5tw-3c6"-mat-igp—
Doug Borgstedt CNS
Editorial Cartoons by Gar (New Jersey)—w-3c5½"-
mat-orp—Gar Schmitt GAR
Editorial Panel Cartoon—dS-3c/3c-mat-orp—
M. J. M. APN
Editorial Strip Cartoon—w-4c-orp—Boyd & Wood MGN
Eye On Science—w-3c4½"-orp—John Lane ESN
Faces In The News—d-1½c2"-1c4"-orp-mat—
Frank C. Murphy DTS
Farriswhet—6tw-2c-mat-orp—Joseph Farris CTN
Fischetti—5tw-3c/4c-mat-orp—Fischetti MIL
Fischetti Editorial Cartoons—5tw-3c-4c-mat—John
Fischetti PHS

Gene Basset-dexS-3c-var/4c-var-orp-mat-Gene Basset UFS	Editorial Material and Pictures for Women's Pages ... UOP	Sugar and Spice-dexS-80-mim-Elinor K. Rose ... AF
Grant Editorial Cartoon-5tw-3c8"-mat-orp ... WLG	Eleanor Lambert's Shoe-3tw-300-500-mim-lll-1gp-orp-	Tersa-Verse-dexS/w-40-mim-A. C. Gordon ... WLG
Lou Grant	Eleanor Lambert	Tersa-Verse-w-10-10 (2-4 lines)-mim-
Haynie Editorial Cartoon-5tw-2c5"-mat-orp	FHS Fascinating Fabrics-w-500-mim-Frances Dietrich MCN	Elena G. Burns
Hugh Haynie	Fashion-m-var-1gp-Dina Dellale	The Almanac-A-250-vire-Staff
Herblock Editorial Cartoons-5tw-2c-3c-mat-	Fashion & Beauty Tips-w-var-orp-tape-orp-Staff	The News in a Word-d-175; S-275; mim-
Herblock Editorial Cartoons-5tw-2c-3c-mat-	Fashion in The News-occ/cont-400/500-mim-mnn-1gp-	S. V. Baum & W. J. Laubenstein, Jr.
Herblock Editorial Cartoons-5tw-2c-3c-mat-orp	Karima Dulberg	This Day in History-6 tw-mim
Herblock Editorial Cartoons-5tw-2c-3c-mat-orp	Fashion League-w-5000-mim-ocr-lll-Florence de Santos UFS	Thoughts-dexS-orp-tape-orp
Don Hest	Fashion Figures-2c5-orp-Palge Palmer	Timely Quotes-dexS-orp-tape-orp
Houston, C. P.-5tw-2c3"/w-3c6"-mat-orp-ocr-	Fashion Noll-3tw-600-lll-orp-Bat Shetton	Today's Talk-dexS-150-mim-George M. Adams
Clyde Peterson	Fashion Sense-w-500-mim-Norman Hartnell	Wishy Washy-2c5-orp-Staff
Justus Long-8tw-3c6½"-mat-orp	Hennessey Column-w-600-orp-tape-ocr-Helen Hennessey	Woe Wonders-dexS-130-m-m-orp-Tony Close
Roy Justus & Scott Long	High Fashions-w-2c5"-mat-orp-Austine LaMar	Women's World-5tw-250-mim-Iris Hartman
King Editorial Cartoon-3tw-2c-mat-Warren King	Inside Fashions-4tw-mim-1gp-Eugenia Sheppard	Word of the Week-S-var-mim-Staff
Kudaly Cartoon-ocr-3c6¼"-mat-orp-Ed Kudaly	In Fashion-w-1c3"-orp-Mrs. Hugo Sims	World Almanac Facts-dexS-orp-tape-Staff
L. D. Warren Editorial-dex.Sat. & S-3c6½"-orp-mat-	Inside Fashion-4tw-900-mim-1gp-Eugenia Sheppard	Worth Repeating-d-25-mim-ocr-heron C. Liddle
L. D. Warren		

ECOLOGY

14B—ENVIRONN

FARMING

18—FOOD

19—GARDENING FARMING

Congressional Quarterly Service--w/2w/an-500/1000-
ill-man--Staff

Congressional Quarterly Service--w/2tw/an-500/1000-ill-man--Staff	CQ
Consumer's Corner--w-750-man--Staff	NEA
Cromley Global View--w-700-otp-tape-ocr-Ray Cromley	CAP
Cromley Washington Column--2tw/700-otp-tape-ocr-Ray Cromley	NEA
Current Social Issues--w-1000-man-ill	EAG
Elias Adams, Ph.D.	FRY
Diplomatic Pouch--oc-750/1500-ill-min-tele-x-various authors	INR
Do You Know--w-125-min-Dorothy Yoder	CNS
Ecology/Outdoor Roundup--w-750-man--Staff	EDR
Environmental News--w-750-ill-min-ill-Staff	CNS
Eye On Cuba--w-600-min-Jay Mallin	DF
Federal Column--w-600-otp-Koultak Hamilton	LTWPV
Federal Diary--tw-600-min-Mike Causey	TTS
Flashback Calendar--ds-1311--mat-otp-Dick Peeples	CNS
Flashback on Canada--d-650-min-Bob Bowman	CNS
Focus Un History--sm-600-min-Staff Writers	CNS
Foreign Analyst--w-750-min-Staff Writers	CNS
Frank van der Linden--3tw-350-min-ocr-Frank van der Linden	UFS
Great Trains--m-ps-otp-ill	UFS
Hemisphere Report--w-750-min-William Giandoni	UFS
Henry J. Taylor--3tw-800-min-ocr-Henry J. Taylor	UFS
Heritage of the American Businessman--d-110-min-H. H. McBride	HER
Histo/Graphic--w-750-otp-John C. McDowell	ATF
Historical Fillers--w-700-man-Staff Writers	CNS
History of Education--m-ps-otp-ill-Misc. Authors	OPS
History's Scrapbook--w-2c3r--mat-otp--Staff	CSP
Holmes Alexander Column--dex-st-68-600-min--	

Holmes Alexander	MCN
Notes of four 3cT/Ac9.35°/5c12°-orp	
mat-Variou Authors	
I Remember-w1c5°-orp-mat-Reader Letters	CSP
If Your Name Is-w470-mim-Alan Reynolds, Ph.D.	RFSP
Inside Labor-51w-700-mim-oc-Victor Riesel	RFSP
Inside Report-51w-800-mim-oc-wire-	
Howard Fox & Robert	PHS
Inside Washington-41w-800-mim-Robert S. Allen	PHS
International Dateline-w-1000-oc-	
Duarte de Martinal	TWN
It's Tough But You Can Make It-w400-mim-oc-	
Vernon E. Brown	MCN
Kohlmeier Column-w600-mim-oc-oc Kohlmeier	BTN
Legal Laughs-w2c5°-orp-mat-Rube Weiss	CLN
Lowell Ponte Column-31w-600-mim-Lowell Ponte	MCN
Man and Science 1973-w600-mim-Staff	TAG
Marilyn Manton-w500-oc-Marilyn Manton	ANW
McGrady Column-w500-mim-McGrady	MCN
Military Affairs-w750-mim-L. Edgar Prina	MCN
National Whirlig-w51w-850-mim-oc-Ernest Cuneo	UFS
News and Views-w-cont-1500/2000-man-	
Robert & Bella Queen	PWF
News Focus-41w-700-mim-wire-oc-Charles Bartlett	PHS

Edward H. Sims	Washing	EDCO
Newsfeatures -4-var-orp-ill-ilm-tape-ocr-Staff		NEA
O Congress-1nd-14,000 words-mim-Don Beigle		DDS
Of Arms and Men-2t-850-mim-ocr-		
Col. Robert D. Heintz		UFS
Of Arms and Men-sv-400-mim-ocr-		
Col. Robert D. Heintz Jr.		NANA
Our Preacher Says-w-75-mim-Dorothy Yoder		INR
Our Vanishing Liberties-15 parts-orp-ill-ilm-		
Omar V. Garrison		SPE
Overview-w-600-mim-Miles Copeland		GRN
Pan American Report-stw-700-mim-Staff Writers		GRN
Pennsylvania Avenue-w-600-mim-orp-		
Michael P. O'Connor		CNS
Pros & Kahns-w-200-orp-J. Kesner Kahn		AMJW
Raspberry Column-w-750-mim-William Raspberry		LTWP
Rise of the Republic-m-800-mim-orp-Robert Betts		CNS
Rowan Column-stw-800-mim-ocr-Carl Rowan		PHS
Sacramento Scene-w-750-mim-ocr-		CAP
St. John's Journal-stw-600-mim-ocr-Jeffrey St. John		CNS
St. John's Journal-w-600-mim-Vernon Lasky		CNS
Sermonsgalks-w-40-mim-Dorothy Yoder		INR
Straight Talk-w-600-orp-Tom Anderson		AMJW
The Better Way-w-150-mim-Dorothy Yoder		INR
The Church Invites You-w-150-mim-Dorothy Yoder		INR
The Innocent Bystander-tw-600-mim-Arthur Hoppe		CHS
The Nation-stw-700-ocr-mim-Martin F. Nolan		UFS
The Nation-A We Need a We Need-m-1,200-mim-		
S. V. Baum & W. Laubenstien Jr.		QUIN
They Had a Dream-w-259-man-ill-		
George Reasons & Sam Patrick		LAT
This Day in History-6tw-mim-		KFS
Through The Looking Glass-w-1,200-mim-		NPS
TRB from Washington-w-800-ps-orp-Richard Strout		NRP
TRB from Washington-w-800-ps-orp-Robert J. Markle		HBS
Truth-w/s-ps-orp-ill-Paul Swan		UFS
Unknown In History, The-w-500-800-man-		
Thourout Pichel		CN
V.I.P.-stw-500-mim-ocr-Maxine Cheshire		CN



Washington	Calling—3tw-900-ocr-mim—Marquis	Childs	UFS
Washington	Insight—3tw-800-mim-wire-ocr-Joseph Kraft	PHS	
Washington	Merry-Go-Round—ds-1000-mim-ocr-ocr— Jack Anderson	PHS	
Washington	Merry-Go-Round Special— w-1000-mim-ocr-ocr—Jack Anderson	UFS	
Washington	Science Report—w-750-mim—Ray Cromley	ESN	
Washington	Dateline—w-800/1000-ocr— G. Richard Ward	TWN	
Washington	Dateline—w-800-mim—H. Meyer	TRA	
Washington	Welter—w-600-mim—Jesse H. Merrell	MER	
Washington	Window—5tw-500-wire—Staff	UPI	
	What Life Has Taught Me—w-800/1000-ocr— Various celebrities	BPS	
	Where They Stand—3tw-750-mim-ocr—Staff	PHS	
	Wit and Wisdom—w-750-mim—Dorothy Yoder	INR	
	William S. White—3tw-800-mim-ocr— William S. White	UFS	
	World in Focus. The—S-700/800-mim-tele- William R. Frye	FRY	
	World Religious News—w-300-mim—Dorothy Yoder	INR	

22—HOUSEHOLD, DO-IT-YOURSELF, HOUSE PLANS, INTERIOR DECORATING

A Matter To Live In—w-var-ilm—Staff	SHP
A Matter Of Taste—3tw-350-ilm-ill—Wm. Pahlmann	MLL
A Matter Of Taste—3tw-350-ilm-ill—Wm. Pahlmann	MLL
About Your Home—w-250-ilm-ill—Alicia Rhodes	PMS
Antiques & Stuff—w-500-ilm-ill—Anne Gilbert	ENS
Around The House With Jan Paul—w-500-ilm-ill—Jan. S. Paul	PAU
Audio Equipment—d-500-ilm-ill—Barney Glazer	TCN
Australian Home Journal—m-ps-orp-ill	OPS
Australian Woman's Weekly—m-ps-orp-ill	OPS
Be Crafty—w-400-ilm-ill—Alicia Rhodes	CNS
Beauty Plus Magazine From England—m-ps-orp-ill	OPS
Cleo Magazine From Australia—m-ps-orp-ill	OPS
Consumer's Corner—w-1614-ilm-ill—Staff	CSP
Craft Patterns—w-400-man-ign-ocr	PMS
Decor-Plans—w-v-r-m-ign—Jean-Paul St-Michel	CWF
Decor Score—w-500-ilm-ill—Barbara Hartung	CNS
Decorating Mail Box—cont-var-man-ign—Arthur Green	GRE
Decorative Diary—w-550/300-mim	AMA
Carolyn T. Anderson	AMA
Fix-It-Tip—w-50/163-arp-ill-ilm-Staff	CEF
Designing Woman—3tw-700-mim-ign-ocr	CTN
Barbara Taylor Bradford	CTN
Did You Know—w-165-arp-ormat-Staff	CSP
Do-It-Yourself—w-400-orp-ill-tape-ocr—Mr. Fix	NFA
Do-It-Yourself—d-500-ilm-ill—Steven Ellington	OPS
Do-It-Yourself—w-500-ilm-ill—Steve Ellington	OPS
Do It Yourself—w-750-ilm-ill—R. Randolph Karch	KAR
Easi-Build—w-350-mim-ign—Don Brann	GFC
Editorial Material & Pictures for Women's Pages	UOP
First Aid to the Ailing House—7tw-500-mim-ocr	UOP
Roger C. Whitman	UOP
Fix-It-Yourself—d-550-mim-ign—Hubbard Cobb	WSS
Hand Crafts—m-ps-orp-ill—Various authors	OPS
Handy Family—w-462/264-ilm-ill—mat-ocr	OPS
Lloyd Birmingham	GFC
Happy Homemaking—w-50/163-arp-ill-ilm	AMA
Barbara Baker	CEF
Helen Homemaker—w-462-arp-ormat	OPS
Glen & Lloyd Birmingham	NPF
Here's How—w-540-ilm-ill—Frank Preston	ITP
Here's How—w-750-mim-ign—Various authors	CNS
Hi-Fi Equipment—w-500-mim-ign—Barney Glazer	TCN
Hi-Fi I'm Dourney Connors—3tw-500-mim-ocr	OPS
Dorsey Connors	PMS
Hints For The Home—w-100-ign-mim—Rob Mattis	CTN
Home—w-300-mim-ign	CTN
Ann Jermom, George Adams	DEL
Home Improvement—w-500-mim-ign—Bernard Gladstone	NYP
Home Line—d-500-mim-ign—Debra Ritz	LAT
Home Repairs—w-750-arp-ign-ocr—C. Gordon	RPS
Home Show—w-30-arp—Bill Bittner	MGN
Homeowners' Money Savers—w-350-mim	OPS
Douglas Turney	GFC
Homes Decorating—S-ns-arp-ill—Jenice Jordan	DF
House Doctor—w-750-mim-ill-mat-ocr	OPS
Herman Baum	RTS
House of the Week—w-250-ilm-ign-ocr—Andy Lang	APN
Household—m-var-ign—Ida Fried	EPS
Household Scrapbook—d-500-mim-ign	WLG
Roberta Lee	WLG
How Can I???—d-500-ilm-ill-mat-ocr	OPS
Anne Ashley	WLG
Knitting & Crochet From England—m-ps-orp-ill	OPS
Know Your Antiques—w-500-mim-ill-mat-ocr-ocr	OPS
Ralph and Terry Kovel	RTS
Let's Make—w-264-arp-ormat—Ben Corey	HAR
Little Strokes—d-364-arp-ill-ign—Elena Burns	BUN
Living Cheap But Good—w-600-mim-ill—Martin Porfir	CTN
Minute Mechanic—d-264-arp-ormat—Ted Dee	HAR
More For Your Money—w-800-mim-ign—Lawrence Galton	WSS
Needle Arts—w-50/264-arp-ill-ilm—Nancy Sewell	CEF
New Ideas—Products—m-500-mim-Staff	SA
Newspapers—d-var-orp-ill-ilm-tape-ocr—Staff	NEA
Open House—w-mim-orp—James Woodward	CNS
Parents of Homes—com-var-mim-ign—Staff	HOM
Patterns for Better Living—d-500-ilm-ill-mat-ign	UB
Steve Ellington	UB
Petunia—d-500-ilm-ill-mat-ign—Bishop Bracken	WSS
Polly's Pointers—d-500-ilm-ill-mat-ign	NEA
Polly Cramer	NEA
Recycling with Imagination—m/sm-var-orp-ill-ign	BUN
Elena	BUN
Sew What—w-1674-arp-ormat-ill-Staff	CSP
Slick Tricks—5tw-163-arp-ormat—Elizabeth Hillier	NNS
Super Handyman—3tw-16-ilm-mim-mat-ocr	OPS
Al Carrell	KFS
The Legal Way—w-500-mim-ign—Edward J. Demson	CNS
The Leisure Craftsman—3tw-mim—Phyllis Flarotta	KFS
Things Your Mother Never Taught You—w-500-ilm-ill-mat-ocr—Charlotte Slater	UNP
Tip Top Tips—w-163-arp-ormat	ITP
Traditional American Crafts—w-500-ilm-mim-ign	OPS
Judy Harper	NNS
U-Bild It—d-500-ilm-ill-mat-ign—Steve Ellington	UB
U-Bild—w-300-ign—Steve Ellington	MS
U-Bild Enterprises—d-500-ilm-mim-ill	DF
Steve Ellington	DF
We Like This Plan Because—w-400/var-orp-ign-ill-mat-ocr—Hawatha Estes	EST
You and Your Home—w-150-mim-ill-mat-ocr-ocr	RTS
Barbara Barnes	RTS
You Can Fix It—3tw-50-ilm-ill—Gene Von	WLG
You Can Do It—w-600-arp—Al DeCicco	CTN
Your Antiques—w-500-mim-ill—Jack Jamieson	TSS
Your Family Decorator—tw-600-mim-ign	AD
Carleton Varney	AD
Your Home—w-300-mim-ign—Carolyn S. Murray	GFC
Your Home—Build and Improve—w-ill-mat-ocr	KFS
John D. Bloodgood	KFS

23—MAPS

Background Maps—w-450-ilm-mim-ign—Tom Hoge	APN
Christian Science Monitor News & Picture Service—	RTS
5tw-var-ign-mim-ocr	RTS
Everybody's World—S-tp-mat-ign—Frank & Claire Ford	CTN
Geminiscope—w-var-orp	ITP
How Your News For News—w-orp-ill-m	NEA
Maps—w-400-arp-ill-m	NEA
News Visuals—d-var-orp-ill-ilm	NEA
News-In-Color—w-400-arp-ill-ilm	NEA
Where in the World?—d-5124-ilm-ill-mat-mim	UFS

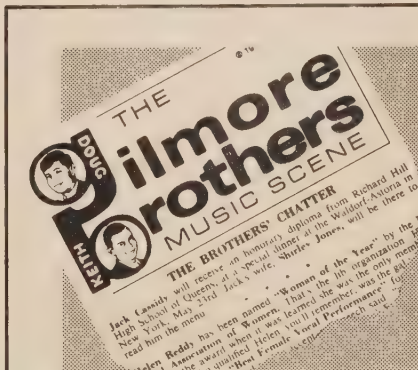
24—MOTION PICTURES

A Visit With The Stars—m-var-mim-ign—	WIP
Gary Warner	WIP
Ask Dick Kleiner—w-arp-tape-ocr—Dick Kleiner	NEA
Barney's Barney—d-200-mim—Barney Glazer	TCN
Barney Glazer In Hollywood—d-300-mim	TCN
Barney Glazer	TCN
Beauty Tips From Hollywood—w-700-arp	TCN
Various show business personalities	RPS
Birthday Quiz—d-w-300-mim—Gordon B. Greb	NSM
Celebrity Cookbook—w-800-mim-ign-ocr—Johna Blinn	CTN
Champion Column—w-800-mim—Charles Champion	LTWP
Christan Science Monitor News & Picture Service—	RTS
5tw-var-ign-mim-ocr	RTS
Cousin Tommie's Country Criticism—w-500-2ev	MOR
mat-arp-ill—Tommye Lloyd	MOR
Dick Kleiner Hollywood—3tw-600-ocr-tape-arp-ill-ilm	NEA
Dick Kleiner	NEA
Entertainment and Cultural Events—ocr-cont-mim-var	INM
Entertainment Scene—d-500-mim—Barney Glazer	TCN
Film Fare—3tw-550-mim-arp—Nancy Lane	WOR
Footlights & Klieglights—w-800/1000-arp	TWN
Front Row—w-600-mim—Dave McIntyre	CNS
Glazed Bits—d-200-mim—Barney Glazer	TCN
Hi-Fi Whirled—w-500-mim—Barney Glazer	TCN
Hollywood—d-ill-mat-arp—Dorothy Mannert	KFS
Hollywood dex. sat. 450-wire—Vernon Scott	UPI
Hollywood—tw-650-arp-man—Dick Kleiner	NEA
Hollywood Diary—d-500-mim—Barney Glazer	TCN
Hollywood Hotline—dex.sat. 500-mim-ocr	CTN
James Bacon	NANA
Hollywood Hotline—6tw-800-mim-ocr—James Bacon	UFS
Hollywood Hotline—3tw-600-mim-arp—Nancy Anderson	CNS
Hollywood News—d-500-mim—Barney Glazer	TCN
Hollywood News—w-750-ilm—Various authors	OPS
Hollywood Today—d-500-ilm-ign—John Austin	HIS
Hollywood Today—d-500-ilm-ign—Norma Lee Browning	CTN
Hollywood's Unsolved Mysteries—15 part series or ind-1500-mim—John Austin	HIS
Jews In Entertainment—w-268-ilm-ill—Joe Kaliff	AMP
Joseph Gelms's Column—w-750-mim—Joseph Gelms	LTWP
Joyce Haber Column—w-5tw-600-mim—Joyce Haber	LAT
Las Vegas Diary—w-500-mim—Barney Glazer	TCN

Las Vegas/Reno/Tahoe—w-500-mim—Barney Glazer	TCN
Mini-Reviews—4tw-400-arp—Gene Sistel	EPN
Motion Pictures—m-var-ign—H. W. Holzer	CTN
Movie Mail—d-500-mim—Barney Glazer	TCN
Movie Review Wrap-up—w-700-arp—Rex Reed	CTN
My Success Story—w-500/1,000-arp	RPS
Various famous personalities	RPS
Newsfeatures—d-var-arp-ill-ilm-tape-ocr—Staff	NEA
Now Hollywood—d-500-mim—Barney Glazer	TCN
Our Film Folk—m-800/1000-arp—Herbert G. Luft	JTA
Pop Scene Service—w-5000-mim-ocr—Barbara Lewis	UFS
Rated G—w-600-mim-ill-var-arp—Lucinda	NPS
Record/Tape Reviews—w-500-mim—Barney Glazer	TCN
Reviewing The New Movies—w-150-zerox—Phil Kalkor	AEW
Royal Entertainment—S-900-mim-ill-ocr—Rex Reed	CTN
Show Biz—w-2-arp—Herb Bridges	MGN
Star Interviews—w-500/1000-arp—June Finletter	RPS
The Weekly Grab Bag—w-var-arp—Staff	CTN
The World of Stars—w-700-mim-ign—	CHR
William Otterburn Hall	CHR
TV Time Answer Man—6tw-400-mim-ocr	UFS
Richard K. Shull	UFS
TV Time Previews—7tw-600-mim-ocr—Dan Lewis	UFS
TV Time Service—w-600-mim-ocr	UFS
Richard K. Shull & Dan Lewis	UFS
With Dan Lewis—3tw-600-mim-ocr—Dan Lewis	UFS
Yesterday's Stars Today—w-750-mim-arp-ign	CNS
Nancy Anderson	CNS
West Coast Culture Review—w-500/600-mim—Staff	TAG

25—MUSIC

Ask Dick Kleiner—w-arp-tape-ocr—Dick Kleiner	NEA
Audio Equipment—d-500-mim—Barney Glazer	TCN
Barney's Barney—d-200-mim—Barney Glazer	TCN
Barney Glazer In Hollywood—d-300-mim	TCN
Barney Glazer	TCN
Christian Science Monitor News & Picture Service—	RTS
5tw-var-ign-mim-ocr	RTS
Dick Kleiner Hollywood—3tw-600-arp-tape-ocr	NEA
ill-ilm Dick Kleiner	NEA
Discussion—Joe Kaliff	AMP
Entertainment and Cultural Events—ocr-cont-mim-var	INM
Entertainment Scene—d-500-mim—Barney Glazer	TCN
Footlights & Klieglights—w-800/1000-arp	TWN
Glazed Bits—d-200-mim—Barney Glazer	TCN
Hi-Fi Equipment—w-500-mim—Barney Glazer	TCN
Hi-Fi Whirled—w-500-mim—Barney Glazer	TCN
Hollywood Diary—d-500-mim—Barney Glazer	TCN
Hollywood News—d-500-mim—Barney Glazer	TCN
Hollywood Scene—d-750-mim-ign—John Austin	HIS
Hollywood's Unsolved Mysteries—15 part series-1500 words each-mim-ign—John Austin	SM
Jazz Column—w-750-mim—Leonard Feather	LTWP
Las Vegas Diary—w-500-mim—Barney Glazer	TCN
Las Vegas/Reno/Tahoe—w-500-mim—Barney Glazer	TCN
Movie Mailbag—d-500-mim—Barney Glazer	TCN
Music Whirl—w-var-man—Buddy Basch	BAS



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Nashville Sound—w-500-mim—Red O'Donnell WSS
 Now Hollywood—d-750-mim—Barney Glazer TCN
 Play The Guitar—w-500-orp—Ray Mitchell STE
 Pop-Rock Music STE
 Pop Scene Service—w-5000-mim—Barbara Lewis UFS
 Record and Tape Reviews—occ-cont-mim-var INM
 Record Rap—w-750-mim-ign—John Austin & various HIS
 Record/Tape Reviews—w-500-mim—Barney Glazer TCN
 Retakes—d-200-mim—Barney Glazer TCN
 Rhythm Made—w-500-mim—Hollie I. West LTPW
 Rock Music—w-500-orp—Staff UPI
 Royal Entertainment—8-900-mim-ill-ocr—Rex Reed CTN
 Stereo Equipment—d-500-mim—Barney Glazer TCN
 Televents—d-500-mim—Barney Glazer TCN
 Television Scene—w-750-mim-ign—John Austin HIS
 The Gilmore Bros. Music Scene—w-900-2c10-orp-mat-TWX-Telex—Douglas & Keith Gilmore TEL
 The Gilmore Bros. Computerized Top Forty Forecast—w-268-orp-mat-TWX-Telex—Douglas & Keith Gilmore TEL
 The Rhythm Section—w-600-mim-ign—John Wasserman CHR
 The Wah-Wah Pedal—w-350-mim—Tom Calendar TAG
 Time In—S-368—Leading Artists SPS
 What's Doing In Records—occ-150-xerox—Rose Kalker AFW
 World of Music—w-750-mim-orp—Judy Hugg CNS

26—NATURE

Animal Photos—cont ANI
 Animal Talk—cont-500-ign-xerox-ill—Dudley Brown ANI
 Arctic Line—w-500-mim-ill-mat-ocr—Cleveland Amory ARL
 Ecology Line—w-qps-man-mim—Ed Dunkelmann INF
 Good Earth Almanac—S-pt-tips-hps-mat—Mark Gregory UNP
 Let's Make—S-264-orp-mat—Ben Corey HAR
 Martin's International Newsreel—occ-var-ign—N. W. Martin MAR
 Nature—w-375-orp-ill—Edward S. Thomas DF
 Naturebug—S-tips-hps-mat-orp—John Hazlett and Edward S. Thomas DF
 Nature Column—w-600/1000-mim—Irston Barnes LTPW
 N-Vironment—w-750-mim—Norm Davis NMD
 Our Environment—sw-750-mim—Jeff Stansbury & Edward Plattau LAT
 Our Only World—w-500-mim-ill-mat-ocr—Roger Caras OPS
 Outdoor Life—w-900-orp-ill—Various authors OPS
 Sportsman's Digest—d-exs-1c4-mat-orp—Hal Sharp GFC
 Tales from Dr. A—5tw-300-orp-ill—Dr. A. CTN
 The Good Earth—w-900-ill-ign-ocr—Mel Ellis APN
 Wonders Of Nature—w-3c3-1/2-mat-orp—Dr. A. A. Manten DWL

27—PATTERNS

California Couture—m-250-mim-ign—California Designers LAT
 Creative Crochet—w-125-mim-ign—Lila Schneider & Jane Derryberry LAT
 Deco Plans—w-var-mim-ign—Jean-Paul St. Michels CWF
 Do-It-Yourself—dS-sph-var-man-ill-ign—Steve Ellingson UB
 Dress Pattern Features—7tw-1c-ill-mat-orp—Anne Adams KFS
 Dress Pattern Features—7tw-1c-ill-mat-orp—Marian Martin KFS
 Let's Sew—S-tips-hpt-ill-mat-orp—Lois Holmes LAT
 Lois Holmes Knit and Crochet Columns—w-400-mim-ign Lois Holmes LAT
 Needlecraft Pattern Features—7tw-1c-ill-mat-orp—Laura Wheeler KFS
 Needlecraft Pattern Features—7tw-1c-ill-mat-orp—Alice Brooks KFS
 Pat's Pointers—w-500-ill-ign-ocr—Pat Trexler PHS
 Pattern Party—S-tips-hpt-ill-mat-orp KFS
 Patterns & Needlework—S-pt-hpt-orp-mat—Staff NEA
 Patterns & Polly's Pointers—S-tips-orp-mat—Polly Cramer NEA
 Patterns For Better Living—dS-sph-var-man-ill-ign—Steve Ellingson UB
 Prominent Designer Pattern Features—S-2c-ill-mat-orp—Various Designers KFS
 Recycling With Imagination—m/sm-var-ill-ign—Elena BUN
 Stitch'n' Time—w-500-orp-ill-mat-tape-ocr—Judy Love & Joanne Schrieber NEA
 Traditional American Crafts—w-500-ill-mim-ign—Judy Harper NNS
 U-Bild Enterprises—dS-var-man-mim-ill—Steve Ellingson DF
 U-Bild It—dS-sph-var-man-ill-ign—Steve Ellingson UB
 Your Needlework Kit—w-125-orp-mat—Dorothy Brightbill APN

27A—PETS

All About Pets—w-450-mim-ill—Eleanor Price GEC
 Animal—S-500-mim-ill-ocr—Cleveland Amory CTN
 Bark Back—d-400/500-man—Dahna & Damon CEN
 Kanine Korner—w-var-mim—Francis X. Lohmann KAN
 Pet Health—w-500-mim-orp—Dr. Stan Jackson CNS
 Pets And Their People—w-900-mim-ocr—Alice Scott UFS
 Tales from Dr. A—5tw-300-orp-ill—Dr. A. CTN
 The Pet Set—d-2c4-1/2-mat-orp—Doug & Jean Borgstedt BOR
 The Wonderful World of Animals—(d-exs-500-mim-ill)—(w-800-mim-ill)—Dr. Frank Miller, D.V.M. CHR

28—PHOTOGRAPHY

Camera College—w-500-mim-ill—Irving A. Brace BRA
 Forecast Weather Map & Forecast—wire UPN
 Let's Take Pictures—w-500 (var)-ill-man—Irving A. Brace MIL
 Photo Fun—w-500-mim-orp-ign—Gilbert Hill CNS

29—PUZZLES—QUIZZES

A Problem A Day—d-exs-60-mim—R. J. Allen WLG
 Aladdin's Lamp—d-exs-2c5-mat-orp—Roger Vega GFC
 Anagrams—6tw-var-mim-ocr—Harriet Thompson UFS
 Around the World Contest—60 releases-2c7-1/2-ill SF
 Astro-Scram—dS-2c3-1/2-mat-orp—Jack Fitch LED
 Better English—d-exs/7w-100-mim-orp—D. C. Williams WLG
 Bible Quiz—w-2c-orp—varren MGN
 Birthday Quiz—d-7w-300-mim—Gordon B. Greb NMS
 Brain Teasers—w-qpt-orp—All Hachel OPS
 Brain Twisters—d-exs/7w-80-mim—Don Douglas WLG
 Catch The Criminal—w-500-mim-ill—Francis Clarke ITP
 Check Your Knowledge—d-exs-125-mim—Donald Saltz DTQ
 Check Your Knowledge—d-exs-125-mim—Donald Saltz MEM
 Chicago Tribune Crossword—7tw-2c-orp-mat—Staff CTN
 Comics-Page of Comics—w-5c-orp-mat SM
 Comics-Page A—w-6c-mat SM
 Comics—w-hp-90-6c-mat SM
 Count the Change Contest—60 releases-2c7-1/2-ill SF
 Crossword—w-2c6-mat-orp—Staff CNS
 Crossword Puzzles—d-exs-2c10-ill-mat-ocr—Staff CNS
 Crossword Puzzle—d-exs-3c1/2-1/2-2c5-1/2-orp-mat NEA
 Crossword Puzzle—d-2c-orp NYT
 Crossword Puzzle—w-2c7-orp—A. C. Gordon EDC
 Crossword Puzzle—w-2c-mat-orp—Bernice Paschen SM
 Crossword Puzzle—w-2c-orp—Warren Walker MGN
 Crossword Puzzles with Cryptograms—d-2c-mat-orp—Thomas Joseph KFS
 Crossword Puzzle with Cryptograms—d-2c-mat-orp KFS
 Eugene Sheffer KFS
 Crossword Puzzle—w-2c7-mat-orp—A. C. Gordon WLG
 Crossword Puzzles—d-exs-8-mat-orp—Nina Cooper APN
 Crossword Puzzles—w-2c5-1/2-orp—Dave Bascom MED
 Crossword Puzzles—d-exs-2c10-ill-mat-ocr—Staff UFS
 Current Crossic—S-orp—Sylvia A. Levinson NYT
 Daily Crossword Puzzle—d-exs-2c3-1/2-mat-orp—R. A. Power DWL
 Detectograms—w-4c5-orp-mat—Lawrence Kirk KIR
 Double-Crosses—d-exs-1c3-mat-orp—Bill Kresse & Adam DiPietro LA
 Easy Quiz—d-2c8-mat—Mrs. Richard Nickeson & Harry J. Cargas UNP
 Famous Tongue Twisters—w-100-mim-misc. sources RPS
 Figurits—w-150-orp—Don Douglas WLG
 Fortunes Teller—w-2c6-orp—A. C. Gordon WLG
 Fun With Figures—d-1c2-1/2-mim-ill-mat J. A. H. Hunter TTS
 Games & Puzzles—d-exs-2c10-ill-mat-ocr—Various authors OPS
 Government Quiz—w-500-mim—Carl Kalvelage & Peter Anderson CIT
 Johnny Wonder—d-4c3-1/2-2c6-1/2-orp-mat—Dick Rogers EFC
 Johnny Wonder—S-hps-tips-pt-mat-ocr—Dick Rogers NEA
 Jumble—7tw-2c-orp-mat—Bob Lee & Henri Arnold CTN
 Junior Jumble—S-3c-orp-mat—Bob Lee & Henri Arnold CTN
 Junior Whirl—S-tips-hpt-ill-mat-ocr—Hal Kaufman KFS
 Know Your State Contest—60 releases-2c10-1/2-ill SF
 Little People's Puzzle—2c5-1/2-orp-mat—Leo White UFS
 Look and Learn—d-exs/7w-125-mim-orp—A. C. Gordon WLG
 Magic Spell—6tw-2c-ill-mat-orp—Hal Kaufman KFS
 Merry Mixon—d-exs-1c2-1/2-2c1-mat-orp—Barbara Jones AF
 Mini Doodle—d-exs-1c2-1/2-mat-orp—Louis Maglia AF
 Modern Sherlock Holmes—w-350-orp—Jane Sherrod Singer RPS
 *Names—dS-var-orp—Staff NWG
 New York News Crossword—6tw-2c-orp-mat—Staff CTN
 Perma-Puzzle—cont-hps-mim—Elena G. Burns BUN
 Phonograms—dS-var-orp—Staff NWD
 Premier Crossword Puzzle with Cryptograms—S-3c-mat-orp—Jo Panlin KFS
 Prizewee—w-2c3-1/2-mat-orp—B. B. Considine DWL
 Prizewee Puzzle—S-2c3-orp-mat-mim UFS
 Puzzles—w-var-orp-mat EFC
 Quiz Hall—d-exs-2c6-mim—Wilton E. Hall HPS
 Quizword-Crossword—d-2c6-orp MITL
 Quote-Acrossic—d-3c1-1/2-mat-orp—Charles Preston LAT
 Ring Around Word Games—w-qpt-orp—Jack Fitch SF
 Ring It Rich—d-7w-3tw-3c12-orp SP
 Scramble Steps—w-2c8-mat-orp—CJB Jr. BAS
 Solve-A-Crime—w-400-mim-orp—A. C. Gordon WGL
 *Spanish Crossword Puzzle—6tw-2c-mat-orp—Ramos KFS
 *Spanish Crossword Puzzle—6tw-2c-mat-orp—Alfaro KFS
 Sportfests—d-exs-1c4-1/2-mat—Eddie Gernimo OPS
 Sportword Puzzle—w-1m-2c16-orp-mat—Frank Dillon NPS
 StarGazer—dS-2c4-1/2-orp-mat—Clay Pollan MCN
 Test Your Horse Sense—7tw-200-orp—Dr. George Crane CTN
 The Word's The Thing—w-800-mim—Ray Bartells OHF
 Today's Crossword—dS (d-2c6) (S-3c12) -orp-mat UFS

Trivia Quiz—dS-100-mim—Donald Saltz DIO
 Trivia Quiz—d-exs-100-mim—Donald Saltz MEM
 Trivia Test—d/w-150/200-mim—Edmund M. Midura MID
 TV Starscram Puzzle—S-2c8-1/2-orp—Al Kilgore UFS
 Twitch—w-4c-mat-orp—Howard Rands SM
 Two Minute Mystery—B-ck Issues Only (set of 24 available as a package) 300 words each-mim—Donald J. Sobel TM
 Vision Contest—60 Releases-2c7-1/2-ill SF
 Where in the World?—dS-1c2-1/2-2c8-1/2-orp-mat-mim UFS
 Who Knows?—w-1c6-1/2-1c3-1/2-orp—Staff EDC
 *Winning Innings—d-exs-var—Staff NWS
 Wonderword—S-hpt-ipt-orp-mat—Jo Ouellet MCN
 Wonderword—S-hpt-ips-mat-orp—Jo Ouellet CWF
 Word Game—7tw-size varies-mim-ocr UFS

30—RADIO AND TELEVISION

A Closer Look—4tw-600-mim—Ernie Krelling HTR
 Ask Dick Kleiner—w-orp-tape-ocr—Dick Kleiner NEA
 Assignment: Television—w-600-mim—Terrence O'Flaherty CHR
 Audio Equipment—d-500-mim—Barney Glazer TCN
 Barney Glazer In Hollywood—d-500-mim—Barney Glazer TCN
 Barney's Blarney—d-200-mim—Barney Glazer TCN
 Birthday Quiz—d/w-300-mim—Gordon B. Greb NMS
 Cee, Smith, Nublar—w-400-mim—Cee, Smith, Nublar LAT
 Celebrity Cookbook—w-800-mim-ign-ocr—Johna Blinn CTN
 Christian Science Monitor News & Picture Service—5tw-var-ign-mim-ocr RTS
 Crosby Column—d-4c3-1/2-2c7-1/2-mim-ign—Joan Crosby EF
 Dick Kleiner Hollywood—3tw-600-orp-tape-ocr-ill-illm—Dick Kleiner NEA
 Entertainment Scene—d-500-mim—Barney Glazer TCN
 Footlights & Klieglights—w-800/1000-orp TCN
 Glazed Bits—d-200-mim—Barney Glazer TCN
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 Hi-Fi Whirled—w-500-mim—Barney Glazer TCN
 Hollywood Diary—d-500-mim—Barney Glazer TCN
 Hollywood News—w-500-mim—Barney Glazer TCN
 Hollywood Scene—w-750-mim-ign—John Austin HIS
 Hollywood Television Report—w-4pg. newsletter-mim—Ernie Krelling HTR
 Hollywood's Unsolved Mysteries—15 pt. Series-1500 each-mim—John Austin HIS
 Inside Daytime TV—w-750-mim-ign-ign—John Austin HIS
 Intending With Name Entertainers—cont-var-man-mim—Jerry Bishop BIS
 Joyce Haber Column—w/5tw-600-mim—Joyce Haber LAT
 Las Vegas Diary—w-500-mim—Barney Glazer TCN
 Las Vegas/Leno/Tahoe—w-500-mim—Barney Glazer TCN
 Laurence Laurent Column—w-500-mim—Laurence Laurent LTPW
 Let's Talk Who's Talking—w-500-mim—W.E.B. Movies & Sports On TV—pt-man—Frances M. Knox DIC
 Main Street—sw/d-1500-man-telex—Ted Green PWF
 Major's Money Words—w-2c-orp—Major's Money Words—w-500/1000-orp—various famous persons BPS
 Nevada News—w-500-mim—Robert TCN
 News and Views—w-cont-1500/2000-man—Robert PWF
 Newsfeatures—d-var-orp-ill-ill-mat-ocr—Staff NEA
 Now Hollywood—d-500-mim—Barney Glazer TCN
 On The Air With Linn—w-500-man—Linda Broughman UNN
 Pop Scene Answer Man—w-800-mim-ocr UFS
 Pop Scene Service—w-5000-mim-ocr—Barbara Lewis UFS
 Radio News Bulletin—w-500-mim-ocr—Barbara Lewis AFW
 Record/Tape Review—w-500-mim—Barney Glazer TCN
 Retakes—d-200-mim—Barney Glazer TCN
 Royal Entertainment—8-900-mim-ill-ocr—Rex Reed CTN
 Show Biz—w-2c5-mat-orp—Flash Fairhead EF
 Shows to Watch (TV)—dS-300-mim—Paul Henniglar TCN
 Stereo Equipment—d-500-mim—Barney Glazer TCN
 Televents—w-500-mim—Barney Glazer TCN
 Television Scene—w-750-mim-ign—John Austin HIS
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 TV A Woman's Viewpoint—w-400-mim—Marcia Michels AMF
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 TV Preview—w-pt-man—Frances M. Knox DIC
 TV Profile—w-500-orp—Vernon Scott UPI
 TV Schedule—w-size varies-wire UPI
 TV Time Answer Man—3tw-400-mim—Rick Dubrow UFS
 TV Scout—d-4c3-1/2-2c7-1/2-mim-ign; S-hps-mim-ign—Joan Crosby, Dick Kleiner & Staff EF
 TV Time Previews—7tw-600-mim-ocr—Dan Lewis UFS
 TV Time Service—w-600-mim-ocr—Richard K. Shulz and Dan Lewis UFS
 TV Preview—w-pt-man—Frances M. Knox DIC
 Video Everyday—d-pt-man—Frances M. Knox DIC
 Video Everyday—w-pt-man—Frances M. Knox DIC
 West Coast Cultural Review—w-500/600-mim—Staff TAG
 With Dan Lewis—tw-600-mim—Dan Lewis NANA
 With Dan Lewis—3tw-600-mim-ocr—Dan Lewis UFS

31—RELIGION

A Little Prayer—dS-1c1-mat-orp—Mary Alice Bennet AF
 Altar Stairs—dS-150/2c4-mim—Dr. E. Duane Hulse HPS
 American Baptist News—w-3,000-mim—Frank A. Sharp AMB
 American News Report—w-800-mim—Ben Gallub JTA
 Apocalypse Scroll—taps-orp—Chlam Leyersahl ANT
 Baptist Press—5tw-var-mim—various authors BAP



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Comics-Page A—w-6c-mat	SM
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Elogies—w-3p-ps-mat-mim-igp—Ducklemann	INF
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Jeane Dixon Predictions—21y-2000-mim	
Jeane Dixon	CTN
Justice Stories—S-1500-ovr—Staff	CTN
Little Strokes—48-3c-4—ovr-ill-llg—Elena	BUN
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NANA Photo Service—w-350-mim-igp	UFS
News-in-Color—occ-arp-ovr-ill-mim	NEA
Pictorial Pages—31w-ps-pt-mat-ovr—Staff	KFS
Picture Show—w(sat.)-ps-mat-igp-igp—Staff	AFN
Revolutionary Times—w/An-pt/16pt-ovr-mat—	
L. Remmonson	SFS
*Ripley! Believe It Or Not—d-2c-3c; S-1pt-ps-mat-ovr	CA
Shop At Home—w/cont-13-3p-ovr—various authors	KS
The Mini-Page—w-pt. (no. of pages varies)-mat-ovr—	
Betty Debnam	MSCF
The London Sunday Times Service—w-mim-igp	KFS
Travel & Recreation—w-ps-pt-ovr—Staff	TPF
Travel—Enter—w-1c-1c-1c—Steve Ellington Dr	TPF
What's Your Problem?—w-500-mim—Linda Lawton	RFN
Year End Pages—an-arp-ovr-ill-len-mat-tape-ocr—Staff	

All Child Learn To Swim—sea-26¢—mat-orp—Staff	...TSS
About Sports People—51¢-50¢-wire—Staff	...UPT
All About Horses—w-500-min-ill—	...
John H. Shropshire	SHIR
All You Got To Do Is Ask—w-orp-tape-ocr—	...
Murray Olderman	NEA
Arnold Palmer Method—31¢-26¢—mat-orp—	...
Arnold Palmer	ARN
Arctic Litter—m-2000-min—Sidney Allison	...NLS
Around The House With Jan Paul—w-var/500-min—	...
Jan S. Paul	PAU
Ask Beth—w-350-min—Beth Winslip	...LAT
Ask Dr. Bryce—w-500-min-ign—Stanley D. Chess	...LTN
Baseball—w-350-min—Billie B. Babin	...BP
Basketball Prophecy—sea-26¢—orp—Bill Olshaus	...MOS
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Basketball Form Charts—an-var-orp-ill-ilm-tape-ocr—	...
Staff	NEA
Berkow—w-350-min—41¢-orp-ill-ilm-tape-ocr—	...
Ira Berkow	...
Billy Casper Says—31¢-26¢—mat-orp—Billy Casper	...NIN
Black Sports—21¢-100¢-xerox—Sam Skinner	...BLP
Boating—w-350-min—Stan Davies	...TSS
Boating—w-350-ill-min-mat-orp—Stan Davies	...UNP
Bottom Ten—w-500-ocr—Steve Harvey	...GNC
Bowling at Its Best—w-24¢—mat-orp—Dick Weber	...UPF
Bowling Tips—41¢-26¢—mat-orp—Don Carter &	...
Marion Ladewig	...

34—SERIALS

Best Sellers (Fiction & Non Fiction)—w-hsp- pt-op/book form—various authors	BPS
Books-into-Serials cont-occ-var-man-mim— various authors	CHA
Eat and Grow Younger—24 parts-2c15 ^{or} -orp-ill-ilm— Lorold Kordel	SPE
Eat Up & Slim Down—14 parts-8c9 ^{or} -orp-ill-ilm— Lorold Kordel	SPE
Eat Your Troubles Away—20 parts-2c15 ^{or} -orp-ill-ilm— Lorold Kordel	SPE
Famous Short Stories—w-250-2000 orp— various authors	BPS
Feel Your Angin—24 parts-3c10 ^{or} -orp-ill-ilm— Lorold Kordel	SPE
Let's Live Longer—12 parts-3c10 ^{or} -orp-ill-ilm— Lorold Kordel	SPE
Hollywood's Unsolved Mysteries—15 part series or ind-1500-mim—John Austin	HIS
Make People Like You—18 parts-2c15 ^{or} -orp-ill-ilm— Lorold Kordel	SPE
My Life In The Mafia—ind-14,000 words-mim— Vincent Teresa & Thomas Renner	DDS
O Congress—ind-10,000 words-mim—Don Reicle	DDS
Our Vanishing Liberties—15 parts-3c10 ^{or} -orp-ill-ilm— Omar V. Garrison	SPE
Power to the Parents—cont-14,000-mim— Lols & Joseph Bird	DDS
Reveling with Imagination—m/sm-var-orp-ill-igp— Elena	BUN
Sex In Big Business—ind-14,000 words— mim—John Austin	HIS
Star Mates & Friends—12 parts-725 each-mim-igp— Cullen Moore	CMS
Star Partners—78 parts-560 each-mim-igp— Cullen Moore	CMS
Stay Alive Longer—21 parts-2c15 ^{or} -orp-ill-ilm— Lorold Kordel	SPE
The Man Who Put 1,000 Words On Paper— John Godwin	DDS
The Second Wife—ind-14,000 words—Jean Baer	DDS
Timely Books—m-10,000-mim-ocr—Top Authors	CTN
Today's World—w-6 stories-700 each-orp—Staff Writers	CNS

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CLASSIFICATIONS OF FEATURES

Champion Athlete—d-250/300-man—Johnny Unitas & George B. Dintiman CEN
Clotheslines—w-600-mim-ill—Marylou LAT
Creative Mothering—tw-150-mim-ill—Terri Stanley LAT
David Eisenhower Column—w-750/900-mim-wire-oc PHS
Do-It-Yourself—ds-sph-var-man-ill-igp—Steve Ellingson US
Dick Dunkel Basketball Index—w-sea-3c10f-orp-mat—Dick Dunkel DSR
Dick Dunkel College Football Index—w-sea-3c10f-orp-mat—Dick Dunkel DSR
Durslag Sports Column—5tw-mim—Melvin Durslag KFS
Ecology/Outdoor Roundup—w-750-man—Staff CAP
Football Form Charts—an-var-ill-ill-ill-tape-oc—Staff KFS
Gary Player's Golf Class—3tw-4c-3c-mat-orp—Gary Player NEA
Golf Cartoons—w-4pt-orp-ill—various authors OFS
Golf Series—an-var-orp-ill-ill-tape-oc NEA
Golf Tips—w-2c6f-orp-mat—George Knudson TTS
Good Curling—w-sea-250-ill-mim—Neil MacCarl TTS
Hockey For Minors—w-2c1-ill-mat-ill-Staff TTS
Hockey Tips—w-2c6f-orp-mat—Bobby Orr TTS
Hollywood Beauty—tw-350-mim-igp—Lydia Lane LAT
Home Line—dex-S-300-mim—Dorothy Ritz LAT
Hoop Ratings—sea-2c8f-orp-mat—Olshan MOS
Horses For Courses—S-500-mim-man—Frank Gerard SPA
How To Take The Fun Out Of Golf—w-3c5f-orp-mat—Dick Harris HAA
In A Ringside Seat—w-750/1000-mim—Sam Taub NEW
Inside Auto Racing—3tw-500-mim—Don O'Reilly AU
Inside Hockey—w-sea-700-mim—Stan Fischer TSS
Jews In Sports—fn-800-mim—Haskel Cohen JTA
Jack Packer At Large—w-hot-igp—Jack Packer NFI
Jim Murray Sports Column—3tw-350-mim—Jim Murray TTS
Jimmy the Greek—2tw-450-orp-wire-oc—Jimmy Snyder PHS
Jim Proudfoot—3tw-500-mim—Jim Proudfoot TTS
Little Sport—dex-S-4c1f-1f-mat-orp—John Rouson GFC
Mark Trull's Outdoor Tips—dex-S-1c-mat-oc—Ed Dodd PHS
Milt Dunnell—3tw-500-mim—Milt Dunnell TSS
Motor Racing—w-gps-man-igp—Ed Dunkelmann LNF
News In Color—oc-var-orp-ill-ill NEA
News Pictures—w-igp NFI
Newsphoto Special—w-800-orp-ill-Staff NPF
Newsfeatures—d-var-orp-ill-ill-tape-oc—Staff NEA
Olderman Column—w-orp-tape-oc—Murray Olderman NEA
On The Fairway—w-700-mim—Max Faulkner GFC
Outdoor Goodnotes—w-2c5f-orp—Fred Lutz OUG
Outdoor Life—w-4pt-orp-ill—various authors OPS
Palmer Strategy—w-2c7f-mat-orp—Arnold Palmer NNS
Patterns For Better Living—ds-sph-var-man-ill-igp—Steve Ellingson UR
Pisgah Prophecy—sea-2c8f-orp-mat—Olshan MOS
Pinup Photos—oc-var-orp-ill-ill—Neville Colvin ITP
Portrait Of An Athlete—oc-2c6f-xerox—Phil Kalker AEW
Power and Sail—w-600-mim-ill—Almon Luckaby GFC
Pro Pix—sea-2c4f-orp-mat—Olshan MOS
Racing Form Selections—var-100-wire—Racing Form Staff CTN
Ryan Column—w-orp-tape-oc—Joan Ryan CTN
Sensations of Sport—d-4w-500-mim-ill—Neville Colvin ITP
SKI Class—3tw-3c-4c-ill-mat-orp—Billy Dick KFS
Ski Savvy—w-300(2c4f)-mim-ill-mat-orp—Stein Erikson NNS
Skiing Tips—w-2c6f-orp-mat—Al Raine & Nancy Greene TTS
Skiing With Jean-Claude Killy—w-sea-1c-2c/250 words-mim-ill-mat-orp—Jean-Claude Killy NNS
Skinner's—w-1c2c/250-ill-mat-orp—Dennis NNS
Snowmobiling—w-sea-2c10f-mat—Stan Davies TSS
Snowmobiling—w-300/600 (ill-1c2c4f)-mim-mat-orp—Stan Davies NNS
Soccer Shots—w-350-mim—Irmn Ganz Miller SA
Solar Panels—w-500-mim-oc—Jacqueline Knight RTS
Speaking Of Sports—w-600-mim-oc—Staff CNF
Sport Treasures—w-2c2c-mat-oc—Gina Miller SA
Sportscenter—dex-S-1c4f-orp-mat—Eddie Germano CP
Sports Cartoon—sw-var-orp-mat—Murray Olderman NEA
Sports Cartoons—5tw-2c-mat-orp—Alan Mayer KFS
Sports Corner—w-2c7f-ill-mat-orp—Staff CSP
Sports Crossword—w-2c7f-orp-mat—Bob Kay TTS
Sports Orbit—m-16pt-orp—Staff NFI
Sports Parade—w-2c2c-ill-mat-orp—Frank UFI
Sports Quiz—w-2c4f/1c3c4f-orp—Pete Fritchie EDC
Sports Postpaid—m-250-man—Irmn Ganz Miller SA
Sports Puzzle—6tw-2c-orp-mat—Rob Rowle CTN
Sports Quiz—w-2c8f-orp-map—Lloyd Birmingham NPF
Sports Scene—oc-500-man—Lee James SA
Sports Today—5tw-mim—Jimmy Cannon KFS
Sports Illustrated—w-2c2c-mat-oc—Staff CNF
Sportsman's Digest—dex-S-1c4f-mat-orp—Hal Sharp GFC
Sportsword Puzzle—w-m-2c18f-orp-mat—Frank Dillon NPF
Swim With Tim—an-5c3f-orp—Helen Elkinson ITP
Tennis Tips—dex-S-1c5f-mat-orp—Frank Claupe GFC
The Chargers—dex-S-4c-igp-mat—Ross E. Bunch CEN
The Sports Times—w-2c2c-2c8f-orp-mim-igp—Dave Bance & Tim Simons CTM
The Steering Column—S-600/800-xerox-man-ill—Rob Cutter STM
This Is Sport—w-1c/2c-orp-mat SM
This Morning—tw-600-mim—Shirley Povich LTWP
Treviso Golf—w-150-mim-ill-mat-orp-oc—Lee Trevino RTS
Tennis Arena—w-1c2c-mat-oc—Staff CNF
U-Bild It—ds-sph-var-man-ill-igp—Steve Ellingson UR
Understanding Hockey—sea-500-mim-ill-Staff TSS
What's Doing In Sports—w-500-xerox—Phil Kalker AEW
What's Happening In Sports?—w-2c5f-man-ill—Ray Allen AMF
Wheels—w-700-mim-ill-ill—Jeff Scott NFI
Winning Ways—w-2c2c-mat-oc—Staff CNF
Woody's World—d-2c5f-mat-orp—Don Holm NNS
Young Ideas—5tw-700-orp—Dick Young CTN
Young Family—5tw-650-mim—Maxwell Riddle LED

38—STAMPS, COINS, MEDALS

Adventure Postpaid—m-250-man—Jeff Lee SA
Coin-Money Talks—S-500-man—F. G. Spadone SPA

Coin Mounting—w-500-mim—Barbara White NUM
Coin Notes—w-150-mim—Ronald Anders AR
Coin Roundup—w-500-mim-ill—Maurice M. Gould GFC
Coin-Wise—w-500-ill-mim-igp—Leon Lindheim NNS
Doug Patrick's Stamp Column—w-500-mim-mat BOM
International Adventure (Philatelic)—w-500-ill-mim—Julius Weiss WEI
International Adventure (Philatelic)—w-500-ill-mim WEI
Mint Errors—Coin-Currency—S-500-mim-man—F. G. Spadone SPA
Money Clips—w-450-orp-ill-ill-tape-oc—Mort Reed NEA
Philatelic News—w-500/750-orp-igp—Gustav DeJen, Jr. DET
Sports Postpaid—m-250-mim—Irmn Ganz Miller SA
Stamp News From America—w-500-ill-mim—Julius Weiss WEI
Stamp Nook—w-600-mim-igp—Ronald Anders AR
Stamping Around The World—w-500-mim-orp—Lisa Brauel CNS
Stamps Are Fun—w-mim/700-mim—Thesen MID
Edmund M. Midura MID
The Coin Box—w-400-mim—Norman M. Davis NMD
The Coin Box—w-500-mim-orp—Gary Palmer CNS
The Stamp Scene—w-var-man-ill—Mark Allen Kellner REN
The World of Coins—w-500-mim—Barbara Lyon NUM
Wonderful World of Stamps, The—m-500/750-orp-igp—Gustav DeJen, Jr. DET

38A—TEENAGE

Arnie—w-ps-orp-ill—Arnie Stockholm BPS
Ask Beth—tw-350-mim—Beth Winslow LAT
Career Corner—3tw-600-orp—Joyce Lain Kennedy CNS
Center Stage—w-400-mim-igp—Cleveland Amory CNS
Date Line—6tw-600-mim-oc—Eile & Walt UFS
Drawing Is Fun—w-S-ps-orp-ill—W. Trag BPS
For and About Teenagers—w-2c4f-1f-orp-mat-ill-Staff CSP
Games & Puzzles—w-4pt-orp-ill—Various Authors OPS
Generation Rap—3tw-mim-orp—Helen & Sue Bottel KFS
Growth, Conflict and Hangups—2tw-500-mim-orp-oc—Saul Koppel, M.D. CTN
Help—3tw-600-orp—Ellen Peck and E. James Lieberman, M.D. CTN
Just For You—w-S-ps-orp-ill—Earl Engleman BPS
Letters From Dad—d-w-500-man—Martin J. Ross LWS
Like It Is—w-800-mim—June Southworth ITP
Parents and Children—3tw-300-mim-mat-orp—Arnold Arnold BPS
Peter Panic—w-S-ps-orp-ill—L. Linker BPS
Pop Scene Answer Man—w-800-mim-oc UFS
Pop Scene Service—w-5000-mim-oc—Barbara Lewis UFS
Rated G—oc-600-mim-ill-var-orp—Lucinda NPS
Sally Bananas—d-4c2f-mat-orp; S-hps-tps-pt-hpt (4 colors)-mat-orp—Charles Barsotti LAT
Strictly Personal—w-500-mim-orp—Pat & Marilyn Davis CNS
Sunday Laughs—w-ps-orp-ill—Paul Swede BPS
Susie Mac—5tw-800-mim-oc-orp—Susan MacDougal RTS
Teen Age Mail—3tw-500/700-mim—Dorothy Ricker RTS
Teen Forum—5tw-500-mim-oc—Jean Adams HFS
Teen Scene—d-w-1c4f-orp—Ben Core HAR
Teenage Corner—d-400-mim—Eille and David TEE
Teenage Driving Tips—w-400-mim—Sherrod BPS
Teenagers Say—w-1000-mim—Lester Rand PHS
The Gilmore Bros. Music Scene—w-900/2c10f-orp-mat-tw-tele-Douglas & Keith Gilmore TEL
The Gilmore Bros. Computerized Top Forty Forecast—w-2c8f-orp-mat-tw-tele-Douglas Keith Gilmore TEL
The Wah-Wah Pedal—w-300-mim—Tom Calender YAR
The Youthful Viewpoint—w-1000-mim—Lester Rand YAR
Today's Teens—w-300-mim—Lester Rand PHS
Truth—w-S-ps-orp-ill—Paul Swan BPS
Under Twenty—5tw-5 cols-mim-igp—Kurt Lassen, Ed. CT
World Of Youth—w-700-mim—Buddy Nevins OFT
Young and Healthy—3tw-600-mim-orp-oc—Frank Fulkner, M.D. CTN
Youth Page—w-600-ill-mim-igp—Nancy Gilbert APN

39—TRAVEL

Adventure Postpaid—m-250-man—Jeff Lee SA
Arctic Letter—m-2000-mim—Sidney Allison AR
Around The World—w-500-mim—Sidney Ascher AR
Around The World—w-600-mim—Stan Delanlane CHL
Ask Dr. Bicycle—w-500-mim-igp—Stanley D. Chess TTS
Bryant/Hall Travel—w-700-mim—G. Bryant/G. Hall CNS
Choral Pepper Travels—w-800-mim—Choral Pepper PEP
Christian Science Monitor News & Picture Service—5tw-var-igp-mim-oc RTS
Crossword Comment—w-500-mim-igp—Lampert ADL
Destination—w-600/700-mim—Joseph Adler TRP
Family Travel—w-700-mim—Betty Lowry CIT
Freighter Travel—fn (alternates with Travel Scene) 1000-mim—Norman Austin HIS
Going Our Way—S-800/1000-mim-igp—Bob Sloane STR
Good Sam Recreational Driving Tips—w-2c5f-orp—Rob Steyer TLS
Great Trains—m-ps-orp-ill—Misc. Authors OPS
Let's Go-Travel—m-500-mim-igp—Staff TWS
Magic Carpet—w-800/1000-orp—Edward R'Church EPS
Motor Tips—w-500-mim—Stirling Moss BPS
Newsfeatures—d-var-orp-ill-ill-tape-oc—Staff NEA
Of All Places—w-750-ill-orp-oc—Horace Sutton PHS
Offbeat Diary—w-500-mim-oc—Staff CNS
Passport To Everywhere—w-600-mim-igp—Rene Butler CNS
Penny-Wise Traveler—w-750-mim-igp—Jane Morse LAT
Pinup Photos—cont-var-igp—Staff GRE
Places to Remember—fn-700/1000-mim-igp—Jack & Carol Baker BAK
Ports of Call—w-2c7f-orp—Edward H. Sims EDC
Report From Scandinavia & Over Here—oc/cont-200/300-mim-man-igp—Else Hofman AUN

Richard Joseph Column—w-700-orp—Richard Joseph CTN
Shopping The World—fn-750/1000-igp—Rosellen Callahan EES
Teenage Driving Tips—w-500-orp—Jane Sherrod BPS
Test Yourself—d-w-500/750-orp-ill—Jane Sherrod Singer BPS
The Constant Traveler—2tw-400-orp—Adalene Ross CTN
The Traveler—w-150-mim-orp—Harold McConnell CNS
The Woman Traveller—w-600-mim-igp—Frances Koltun MIL
Tips For Trips—fn-750/1000-mim-igp—Rosellen Callahan EES
Travel—cont-cont-mim-var INM
Travel America—cont-var-man-igp—Arthur S. Green GRE
Travel & Recreation—w-ns-pt-orp—Staff PRT
Travel Capsules—w-200-mim—Choral Pepper PEP
Travel Column—w-1000-mim—Jerry Hulse LTWP
Travel Column—Robert R. Davis, Jr. DAV
Travel News—fn-800-igp—Landi & Lisi Dennis PFI
Travel Features—William Cooper Knowles KNO
Travel In The News—oc/cont-300/400-mim-man-igp—Sidney Polinsky AUN
Travel Log—w-450-orp—Staff GOO
Travel News & Notes—w-var-igp-orp—George White FEA
Travel On A Shoestring—w-700-mim—Ansil B. Chapin CIT
Travel Scene—fn (alternates with Freighter Travels)—1000-mim—Norman Austin HIS
Travel Time—fn-1000-mim-igp—Ned Walters ICS
Travel Topics—w-500-orp—Murray Brown UPI
Travel Whirl—w-var-man—Buddy Basch BAS
Travel With Hermes—w-750/1000-mim—Hermes NEW
Traveler's Clearing House—w-600-mim-igp—Stephanie Bonausage CF
Traveling Times—cont-pt-mim-igp—Paige Palmer FAS
Trip Tips—w-650-mim—Marie Matteson MAT
Trip Tricks—w-650-man—Staff STA
What's Doing In Travel—oc-150-xerox—Rose Lasky AEW
Woman's Way To Travel—fn-750/1000-mim-igp—Rosellen Callahan EES
World Wide Travel Advice—cont-var-mim—Paige Palmer FAS

40—VETERANS

At Your Service—dex-S-var-mim—Staff ARM
Newsfeatures—d-var-orp-ill-ill-tape-oc—Staff NEA
Salute!—tw-750-mim—Jerry T. Baluch APN

41—WOMEN'S PAGES

A La Mode—3tw-750-ill—Marlan Karpen QFS
A Lovelier You—5tw-85-1c-2c-ill-m-oc—Mary Sue Miller PHS
A Matter of Taste—w-350-ill-mim-oc—William Pahlman PHS
*A New You—3tw-ill-mim-orp—Emily Wilkens KFS
After A Fashion—3tw-900-mim-oc-ill—Marian Christy UFS
All About Wine—w-500-orp—Ruth Ellen Church CTN
Amy Vanderbilt's Etiquette—6tw-500-mim—Amy Vanderbilt LAT
Animal—S-500-mim-ill-oc—Cleveland Amory CTN
Ann Landers Column—ds-750-orp-oc—Ann Landers PHS
Antique Wise—w-500-mim-igp—Dorothy Hammond PHS
Antiques & Stuff—w-500-ill-mim-igp—Anne Gilbert NNS
Arnie—w-ps-orp-ill—Arnie Stockholm BPS
Around The House With Jan S. Paul—w-var/500-mim—Jan S. Paul PAU
Ask Jennifer—2tw-600-mim-ill-oc—Jennifer Anderson CTN
Astro Guide—7tw-2c5f-mat-orp—Cecan CTN
At Wit's End—3tw-400-orp-oc—Erma Bombeck PHS
At Your Risk—w-500 GAZ
Australian Home Journal—m-ps-orp-ill OPS
Australian Women's Weekly—m-ns-orp-ill OPS
Be Crafty—w-400-mim-orp-ill—Ailee Morrell CNS
Beauty Plus Magazine—m-ps-orp-ill OPS
Beauty Tips From Hollywood—w-500-orp—various show business personalities RPS
Before You Buy—S-900-mim-oc—Margaret Dana UFS
*Behavior & Living—cont. 500/600-orp—Salvatore Didato, Ph.D. DID
Better Living Guide—w-pt-man—Ruth E. Thompson DIC
Better Living With The Stars—w-pt-man—Sally Meier DIC
Betty Belle's Washington Letter—w-750-mim-ill-igp-oc—Betty Belle PHS
Between Us Girls—dex-S-1c1f-ill AF
Book Ratings—w-350-mim—Staff GRN
California Couture—m-250-mim-igp—California Designers LAT
Call Me Ms.—w-600-mim-orp—Audrey Gellis CNS
Career Corner—3tw-600-orp—Joyce Lain Kennedy MCN
Celebrity Cookbook—w-800-mim-igp-oc—Johna Blinn CTN
Celebrities Laugh—w-4pt-orp-ill—misc. authors OPS
Celebrate Sneaks—w-4pt-orp-ill—misc. authors OPS
Celestine Sihley—w-600-mim—Celestine Sihley WNS
Centisible Shopping—w-400-m-orp—Joyce Rnark CNS
Changing Woman—w-500-mim—Connie Ricker CON
Chef Marion—w-600-mim-oc-ill—Marion Burros UFS
Christian Science Monitor News & Picture Service—5tw-var-igp-mim-oc RTS
Clea—Tal—w-600-mim—Mary Alice Bennett RTS
Clea Magazine from Australia—m-ps-orp-ill OPS
Clip 'n' Cook—w-3c3f-orp-ill-Staff CNS
Consumer's Question Box—w-900-mim-oc—Margaret Dana UFS
Consumer Q & A—2tw-500-mim-oc-oc—Bess Myerson CTN
Seductive Newsfeatures of the Week—w-var-mim—Sidney Jackson CON
Cookbook Corner—w-500-mim—Gloria Pitzer HAP
Cooking—w-450-orp—Jeanne Lesem UPI
Cooking Corner—w-500-mim-orp-igp—Susan Delight CNS
Cooking Clinic—3tw-300-mim—Ann Wanstall TSS
Could Be Verse—w-2c3f-orp—Gloria Pitzer HAP
Crisp Crochet—w-125-mim-igp—Ella Schneider & Jane Derrybeyer LAT
Creative Mothering—tw-500-mim-ill—Terri Stanley LAT
Crosby Column—d-4c3c4f/2c7c1f-mim-igp—Joan Crosby EF
Cut-Out Cookbook—w-3c7f-orp—Gloria Pitzer HAP
David Reuben, M.D.—3tw-600-mim-orp-oc—Dr. David Reuben CTN

Dear Abbey—74w-700-orp—Abigail Van Buren	CTN	Letters From Dad—d/w-500-man—Martin J. Ross	LAW	Sugar and Spice—dex-S-30-mim—Elinor K. Rose	AF
Dear Baby—dex/w-200-mim—Sally Shaw	WLG	Liberated Woman—31w-400-mim—Mary McGrath	UFS	Sunday Laughs—w-ps-orp-ill—Paul Swede	BPS
Decor Score—w-300-mim-orp—Barbara Hartung	CNS	Little Strokes—ds-3c4-orp-ill-igp—Elena	BUN	Suzy Saus—51w-700-orp—Suzy	CTN
Designing Woman—31w-300-mim-igp-oc	UFS	Living Cheap But Good—w-600-mim-ill—Martin Poriss	CTN	Supermarket News—mon-var	FA
Barbara Taylor Bradford	CTN	Lois Holmes Knit and Crochet Column—w-400-		Tales From Dr. A—51w-300-orp-ill—Dr. A	CTN
Do It Yourself Hairstyles—w-var-orp—Paul Hamlin	SPS	Love Is—(d-1c3-mat-orp) (S-4 color hops/tps;	LAT	Test Yourself—w/d-500/750-orp-ill—Jane S. Singer	BPS
Dr. Lee Salk's Column—w-750-mim—Dr. Lee Salk	AD	4 color pt/hic)	LAT	The Constant Traveler—21w-400-orp—Adelene Ross	CTN
Doing the Right Thing—71w-500-orp—Elizabeth Post	CTN	Lucille Rivers On Sewing—w-750-mim—Lucille Rivers	AD	The Fashion Strip—sw-1c4/1c6-var-man-ill—	BUR
Drawing Is Fun—w-7/ps-orp-ill—W. Trag	BPS	Maddox Column—w-400-orp-tape-oc—Gaynor Maddox	NEA	Leisure Craftsman—31w-2c/3c-ill-mat-orp—	
Easy Etiquette—w-1c3-mat-orp-oc—Jeanne Harris	KTS	Make People Like You—18 parts—2c15-orp-ill-m—		Phyllis Fiorotta	KFS
Robert J. Misch	UFS	Leird Kordel	SPE	The Mating Trade—ind-14,000 words-mim—	
Eat Up & Slim Down—14 parts-3c9-orp-ill-ilm	SPE	Man To Man—w-550-mim-igp-ill—Bill Thomas	NPF	John Godwin	DDS
Editorial Material & Pictures for Women's Pages	UOP	Margo—31w-650-mim-oc—Margo Coleman	PHS	The Signers—d-2c-mat-orp—George J. Clark	CTN
Eleanor for the She—31w-300-500-mim-ill-igp-oc	PHS	Men's Fashions—w-var-orp—Paul Hamlin	SPS	The Second Wife—ind-4,000 words-mim—Jean Baer	DDS
Eleanor Lamber	PHS	Menus, Food—var-700-orp—Mary Meade	CTN	The Stage of Fashion—31w-400/500-man—	
Emerging Couples—w-900-mim-oc	UFS	Miracle Gardening—w-500-orp-igp-oc—J. Finletter	BPS	Regina Carroll	CTN
Jean & Martin Adams	UFS	Mirrors of Washington—w-750-mim—Isabelle Shelton	NANA	The Weekly Grab Bag—w-var-orp—Staff	
Family Finance—w-600-mim—Betty Yarmon	WNS	Isabelle Shelton	UFS	The Women's Angle—fn-1,000-mim—Betty Roberts	ICS
Family Lib—21w-350-orp-tape-oc	NEA	Modern Etiquette—dex/S-125-mim-orp—Roberta Lee	WLG	The World of Myra Waldo—w-700-mim-orp-ill—	NPF
Joanne & Lew Koch	NEA	Mohr About Fashion—31w-500-man-ill—Berta Mohr	MOH	These Great People—w-m-500—Gordon B. Greb	NSM
Family Trivia—w-100-mim—Betty Lowe	PHS	Mohr on Modes—w-300-mim-ill-ill—Beth Mohr	CNS	Joyce Hiffer	CTN
Famous Recipes—w-250/750-orp-igp-oc—J. Sherrod	BPS	Wom's Lunch—21w-300-mim—Rose Rene Hammer	STH	Think Pretty—w-500-mim-orp-ill—Peggy Walker	CNS
Fascinating Fabrics—w-500-mim—Frances Dietrich	MCN	Money In Your Pocket—21w-600-orp—Martha Patton	CTN	Thrifty Nifty—dex-1c3-mat-orp—Helen Robertson	GFC
Fashion & Beauty Tips—w-var-orp-tape-oc—Staff	NEA	Needle Arts—w-50/2c4-orp-ill-ilm—Nancy Sewell	CEP	Today's Living—dex-1c3-100-mim-ill—Mimi Rockefeller	CF
Fashion League—w-500-mim-oc-ill—		New York Woman—occ-600-mim—Luciane Goldberg	WNS	Total Woman—S-800-mim-ill—Tobe	PHS
Florence de Santis	UFS	No Laugh'n Matter—21w-400-mim—Gloria Pitzer	CF	Traditional American Crafts—w-500-ill-mim-igp—	UFS
Fashion Now!—31w-600-mim-oc-ill—Patricia Shelton	PHS	Newsfeatures—d-var-orp-ill-ilm-tape-oc—Staff	NEA	Judy Harner	NNS
Fashion Pattern Forecast—d-1-orp—Paul Hamlin	SPS	Notes From The Wine Cellar—w-350-mim-igp—		Trip Tips—w-650-mim—Marie Mattson	MAT
Fashionettes—w-size varies-orp—Staff	UPI	various authors	GRN	Truth—w/s-ps-orp-ill—Paul Swan	BPS
Fashionette Patterns—w-2c3-oc	UFS	Once Over Lightly—400-mim-orp-ill—Ann Rudy	CNS	U-Bild It—d-var-igp-man—Steve Ellington	UB
Fast Gourmet—31w-250-mim—Poppy Cannon	GFC	Organic Living—w-700-mim—Robert Rodale	CTN	U-Bild Ellington—ds-var-man-mim-ill—	DF
Features for Women's Pages—sea-var-mim-igp—Staff	ICS	Our Children—w-600-mim-orp—Dr. Willard Abraham	CNS	Steve Ellington	HIS
Fix It Tip—w-50-1c3-orp-ill-ilm-Staff	CEP	Parents and Children—31w-300-ill-mim-mat-orp—	NNS	V.I.P.—31w-500-mim-oc—Maxine Cheshire	CTN
Food For America—31w-400-orp-ill-tape-oc	NEA	Arnold Arnold	PHS	Very Interesting People—(w-700-mim—	
Food For Thought—21w-600-mim-oc-oc	CTN	Parents Ask—51w-500-orp-oc-mim—	PHS	Maxine Cheshire	LTPW
Dr. Jean Mayer	HC	Louise Bates	PHS	Virginia Payette—31w-800-mim-oc—Virginia Payette	UFS
For A Happy Life—w-900-mim—Fritchie Saunders	WNS	Pat's Pointers—w-500-ill-orp-oc—Pat Trexler	NEA	Washington Offset—w-700-mim—Vera Glaser	UNP
For The Consumer—w-750-mim-oc—Sidney Margolius	UFS	Patterns & Needlework—S-pt-hpt-orp-mat—Staff	NEA	Melvin Stephenson	WNS
For The Consumer—w-750-mim-oc—Sidney Margolius	UFS	Patterns & Polly's Pointers—S-tps-orp-mat—	NEA	Washington Women—oc-600-mim—Dorothy Marks	WNS
Future Kitchens—w-1c2-oc—Charles Glass	CTN	Polly Cramer	BUR	What Life Has Taught Me—w-500/1000-orp—various	BPS
For Women Only—31w-500-mim—Dr. Lindsay Curtis	NNS	Peacock Alley—w-100-man—Ethel Burge	BUR	celebrities	UPI
For Women Who Work—21w-600-mim-oc	CTN	Pen Is Mightier Than The Couch—w-var-man-ill—		What's News—w-size varies-orp—Staff	SPS
Alice Salsky	NRF	Penny Thoughts—w-S-1c3-mat-orp—Michael	AF	What Next Fashions—w-var-orp—Paul Hamlin	RFS
Frankly Feminist—w-700-ps—Gene Corea	CTN	Fortuna & Jackie Spears	LAT	What's Your Problem?—w-500-mim—Linda Lawrence	CTN
Growth, Conflict and Hangups—21w-500-mim-orp-oc	MIT	Penny-Wise Traveler—w-750-mim-igp—Jane Morse	BPS	Why Grow Old?—d-500-mim-ill-mat-oc-oc	CTN
Happy Homemaking—w-50/1c3-orp-ill-ilm—	CEP	Personalized Designer Patterns—w-var-orp—Spadea	PHS	Josephine Lowman	RTS
Headlines—w-300-ill-orp—Kenneth	CTN	Peter Panic—w/S-ps-orp-ill—Lo Likert	MIT	Wine Digity—w-400-mim-orp—Mary Lester	TAG
Headline—w-500-mim	CNS	Phyllis Mitchell's Column—dex-S-300-mim—	RTS	Wine O. & A.—w-500-mim—Ruth Ellen Church	CTN
Helen Homemaker—w-4c3-orp-mat—	NPF	Phyllis Mitchell	WNS	Wine O. & A.—w-500-mim—Cindy Adams	WNS
Genn & Lloyd Birmingham	KFS	Points for Parents—dex-S-2c1-mim-mat-oc-oc	NEA	WNS News Service—51w-3,000-mim—	WNS
Helen Help Us!—31w-mim-orp—Helen Bottel	CTN	Polly's Pointers—ds-450-orp-ill-ilm-tape-oc—	NEA	Woman to Woman—31w-500-wire—Patricia McCormack	UPI
Help—31w-600-orp—Ellen Beck and E. James	CTN	Polly Cramer	DDS	Woman's Way To Travel—fn-750/1000-mim-igp—Rosellen	EFS
Lieberman, M.D.	NEA	Power to the Parents—cont-14,000-mim—	GRG	Callahan	PHS
Hennessy Column—w-600-orp-tape-oc—Helen Hennessy	PHS	Joseph & Lois Bird	CTN	Woman's World—w-500-wire—Patricia McCormack	UPI
Hi! I'm Dorsey Connors—31w-500-mim-oc	PHS	Questions—w-750-ill-mim-mat-oc-mim-oc	NEA	Women—w-350/500-orp—Emma Lou Fuller	NLI
Dorsey Connors	KFS	Dr. Eleanor B. Rodgers	GRG	Women Alone—w-750-mim-oc—Isabella Taves	RTS
*Hints from Heloise—d-mim-mat-orp; S-tps-hpt-		Raising Adults—w-500-orp—Bonnie Fuson	CTN	Women's Interest Filters—w-size varies-mim—	CAF
color mat-orp	KFS	Recycling with Imagination—m/sm-var-orp-ill-igp—	CTN	Dancel M. O'Connell	CTN
Home—w-300-mim—Ann Jermy, George Adams	FA	Elena	CTN	Women In Transition—w-700-mim—Dr. Andrew	CIT
Home Furnishings—d/ocw-var—	UPI	Report From Paris—31w-400-orp—Monique	NEA	J. Du Brin	EPS
Household Hints—w-size varies-orp—Staff	CTN	Rights 'n Wrongs—w-400-mim-orp—Riv Tobin	WNS	Women's Pages—m-var-ill—Ida Fried	UPI
How To Keep Well—71w-600-orp—	CTN	Science and Family—occ-600-mim—Ann Honig	COE	Women's View—51w-500/550-wire—Gay Pauley	KFS
T. R. Van Dellen, M.D.	CTN	Self-Heal To Charm—w-375—Harriet Carlson	CTN	*Women's Way—61w-ill-mat-orp—Joan O'Sullivan	FA
How To Be A Supermother—w-3c5-orp—Dick Harris	UFS	Sew Biz—w-600/700-mim-ill—Julia C. McCombs	CTN	Women's Wear Daily—d-enn-var—	UFS
In The Kitchen—w-50/1c3-orp-ill-ilm—Staff	CEP	Sew Simple—w-750-ill-mim-mat-oc-oc—Eunice Farmer	CTN	Women's World—41w-150-mim-oc—Liz Hartman	TWN
Inside Astrology—w-900-mim-oc—Madeleine Monnet	UFS	Sew What's New—w-500-mim-oc—Sandra Kelly	CTN	Yesterday's Discards, Today's Treasures—w—Jean	NEA
Inside Fashion—41w-900-mim-igp-oc	PHS	Sinle By Choice—d-400/500-man—Anfonette May	CTN	Barnes	DAN
Eugenia Shepard	UFS	Sinle Club—w-400-mim-ill—Frady Kohler	CTN	David Nydick	SPS
Interior Decorating—41w-400-mim-oc-ill—	UFS	Slack Tricks—51w-1c3-mat-orp—Elizabeth Hillier	CTN	You're Sew Right—w-var-orp—Dale Cavanagh	AMR
Genevieve Fernandez	SPS	Slim Gourmet—31w-600-mim-oc—Barbara Gibbons	CTN	Young and Healthy—31w-600-mim-igp—	CTN
International Designer Patterns—w-var-orp—Spadea	CTN	Star Mates & Friends—12 parts-725 each-mim-igp—	CTN	Frank Falkner, M.D.	CTN
Jeanne Dixon Horoscope—71w-600-orp—Jean Dixon	CTN	Cullen Moore	CTN	Your Family Decorator—tw-600-mim-igp—	AD
Jelly Side Down—sw-100-var-ill-mat-mim-oc	UNP	Star Partners—78 parts-500 each-mim-igp—	CTN	Carleton Varney	GFC
Nancy Stahl	CNS	Cullen Moore	CTN	Your Home—sw-300-mim-igp—Carolyn S. Murray	MIT
John Snor Column—w-400-mim-orp—John Snor	PHS	Stars & Fashion—an-1500-mim—Cullen Moore	CTN	Your Life and Mine—dex-S-300-mim—Phyllis Mitchell	PHS
Just For You—w/S-ps-orp-ill—Earl Engleman	PHS	Stars & Lovers—w-1000-mim-igp—Cullen Moore	CTN	Your Women's Worth—51w-600-orp-oc—Sylvia Porter	
Knitting & Crochet from England—m-ps-orp-ill	WNS	Stitching Witchery—w-400-mim-orp—Betty W. Kinser	CTN		
Ladies First—w-750-mim—Trixie Belmont	UFS	Stitching Time—w-500-orp-ill-tape-oc—Judy Love &	CTN		
Ladies First—w-900-mim-oc—Trixie Belmont	UFS	Joanne Schrieber	CTN		
		Stock Pot—w-500-mim—Sue Sugg	CTN		

TITLES OF BY-LINED FEATURES

A Changing World—John Pinkerman	CNS	About People	UPI	Along The Food Trail—The Bascoms	BA
A Child Leans To—John Pinkerman	TSS	About Real Estate—Don G. Campbell	RTS	Altar Boy Named Spike—Marcel Ahern	NPF
A Closer Look—Ernie Krolling	HTR	About Sports People	UPI	Altar Stairs—Dr. E. Duane Hulise	HPS
A Conservative View—James J. Kilpatrick	WSS	About Your Home—April Rhodes	END	Amanda Panda—Marcia Course & Jack Millie	NEA
A Day Of Love—Lois Wyse	LAT	According To Guinness—Norris & Ross McWhirter	UNP	American Baptist News—Frank A. Sharp	AMR
A Good Book To Read—Martin J. Ross	LAW	Ad Libs—Larry Hurb & Joe Daley	GFC	American Metal Market	FA
A Happy Home—Dorothy Yoder	INR	Adam's Rib—Eve Athens	CEN	American News Report—Ben Galloob	JTA
A Home To Live In	SEH	Adventure Postcard—Jeff Lee	SA	American Panorama—John M. Schofield	MLD
A Little Prayer—Mary Alice Bennett	QPS	Advertising & Marketing—Jack Baker	SA	American Way—B. All	ANW
A Lovelier You—Mary Sue Miller	PHS	Affairs of State—Phil Hanna and Mary K. Shell	CAU	Americana—Sam Stewart	CNS
A Matter of Taste—William Pahlman	MIL-PIHS	After A Fashion—Marlan Christy	UFS	America's Bicentennial Features	MON
*A New You—Emily Wilkens	KFS	Agricultural Roundup	CAP	Amy—Jack Tippit	RTS
A Problem A Day—R. J. Allen	WLG	Air Fair Dick Lecher	WIN	Amy Vanderbilt's Etiquette—Amy Vanderbilt	LAT
A Recipe For Communication—Patricia Lavin	LAV	Air Hawk—B. Foley	BPS	An Editor's Outlook—Jenkin Lloyd Jones	GFC
A Time To Live—W. Robert Walton	UNP	Aladdin's Lamp—Roger Vega	GFC	Anagrams—H.riet Thomson	UFS
A Woman and Her Money—G. L. Ludeke	BEL	Alexander Ross—Alexander Ross	TSS	Anderson Column—William Anderson	CTN
A Word Edgewise—John P. Roche	KFS	Ali Fleming—Al Fleming	CUM	Andrew Borowiec Writes—Andrew Borowiec	CTN
A Young View of Washington—Ron Hendren	WAW	Ali Kieta—J. Anderson/N. Biggs	AMA	Andy Cappy—Reggie Smythe	MIL-PHS
Abe Martin—Kim Hubbard	NNS	All About Horses—John H. Shonshire	SHR	Andy Donato—Andy Donato	TTS
About Antiques—Ivor & Laurette Brown	BRO	All About Pets—Eleanor Price	GFC	Animal—Claveland Amory	CTN
		All About Wine—Ruth Ellen Church	CTN	Animal Crackers—Roger Bollen	CTN
		All You Got To Do Is Ask—Murray Olderman	NEA	Animal Photos	ANI
		Alley Oop—Dave Grave	NEA	Animal Talk—Dudley A. Brown	ANI
				Animalogic—Ed Nofziger	LAT

Ann Landers' Column—Ann Landers	PHS
Anniversary Story	TTP
Another Look Robert Younk	UFS
Another View—John Smith	UFS
Antique Week—Dorothy Hammond	CE
Antiques—Olive E. Allen	DHJ
Antiques And Stuff—Ann Gilbert	NNS
Antiques In America—Harry Baker	PRV
Apartment 3-G—Alex Kotsky	PHS
Apocalypse Scroll—Chaim LeYerushalmi, Tps	ACT
Asylum—Bibi M. Sussman	KFS
Army Funnies—Buddy Baker	BAS
Arnie—Arnie Stockholm	RPS
Arnold Palmer Method—Arnold Palmer	NNS
Around The House with Jan Paul—Jan S. Paul	PAU
Around Town—Rube Weiss	BLA
Around The World—Stan Delaplane	CHR
Around The World—Sidney Ascher	KFS
Around The World Contests—Andre F. L'Eveque	SEF
Artic Letter—Sidney Allinson	ARL
Art's Gallery—Art Finley	CHR
As You Were—Jim Baker	PIO
Asia Memo—Edward Nellian	CNS
Asian Report—Mark Gayn	TSS
Ask A Teacher—Ellen Holt	KFS
Ask Andy—Elen Walpole	CHR
Ask Anybody—Anything Martin Lenin	NANA
Ask Aunt Madge	MAD
Ask Beth—Beth Winshop	LAT
Ask Dick Kleiner—Dick Kleiner	NEA
Ask Dr. Bicycle—Stanley D. Chess	CTN
Ask Dr. Brothers—Dr. Joyce Brothers	KFS
Ask Jennifer—Jennifer Anderson	KFS
Ask Me—Louis Berliner	DF
Assignment: America—Phyllis Battelle	KFS
Assignment Television—Terrence O'Flaherty	CHR
Astro Analysis—Sonja McGinnis	MCN
Astrodasy—Jonathan	CEN
Astro Forecast—D. Modin	GRG
Astro-Graph—Bibi M. Sussman	ESN
Astro-Guide—Cescon	CTN
Astro-Scream—Jack Fitch	LED
Astrological Forecast—Sydney Omar	GFC
Astrology Today—J. Naylor	RPS
Astrology—Today—Sybil Leek	BPS
Astronauts—Pat Anderson	AND
At Random—M. J. K. Rosen	RPS
At Wit's End—Ernie Bombeck	MIL
At Your Own Risk	GAZ
At Your Service	ARM
Audio Equipment—Barney Glazer	TCN
Australian Home Journal	OPS
Australian Women's Weekly	OPS
Auth Editorial Cartoons—Tony Auth	CTN
Authors & Books—Carolyn Barker	KFS
Auto Album—Ted Burgess	KFS
Auto-Kno—T. Jerome Bishop	BIS
Automobiles—David Allen	DHJ
Automobile News—Robert W. Irvin	UFS
Automotive—Ida Fried	EPS
Automotive Features—Art Ingoglia	ECS

B

Bac Talk	HOW
Background Mags—Tom Hoag	APN
Backstairs at the White House	UPI
Barbs—Phil Pastoret	NEA
Barclay—Lalng	JTP
Bark Back—Dahma and Damon	CEN
Barney's Blarney—Barney Glazer	TCN
Barney Glazer In Hollywood—Barney Glazer	TCN
*Barney Google and Snuffy Smith—Fred Lasswell	KFS
*Barron Cartoons—Sid Barron	TSS
Baseball Form Charts	NEA
Basketball Form Charts	NEA
Basketball Prophecy—Mort Olshan	MOS
Batman & Robin—Bob Kane	LED
Batman Hot Line—Bruce Wayne	LED
*Batty—Alice Morrell	CNS
Be Your Own Sherlock Holmes—J. Sherrod	RPS
Beard On Food—James A. Beard	WSS
B.C.—Johnny Hart	MIL
Beauty—Dina Dellale	EPS
Beauty at Home—Lynn Carter	VLG
Beauty News Features	NEA
Beauty Plus Magazine	OPS
Beauty Tips From Hollywood	OPS
Beams	SM
*Beetle Bailey—Mort Walker	KFS
Before You Buy—Margaret Dana	UFS
Behavior of Livina—S. Ivatore Didato, Ph.D.	DID
Behind the Current Events	INM
Behind the Scenes At the United Nations—David Hornowitz	KUP
Belly Laughs—Sarae O'Neill	SOU
Below Olympus—Frank Interlandi	LAT
Belvedere—Not Greenwood	NEA
Benly—Jim Berry	EF
Berkow Column—Ira Berkow	NFA
Bernstein on Words—Theodore M. Bernstein	NVT
Berry's World—Jim Berry	NEA
Best Cartoons From Europe	RPS
Best In Picture	CNS
Best of Press—Lillian Hughes	EDC
Best Sellers	UPI
Best Sellers	RPS
Best Sellers	NANA
Better English—D. C. Williams	VLG
Better Living Service—M. H. Smith	BPS
Better Half D&B—Rae	RTS
Better Living Guide—Ruth Thompson	RTS
Better Living With The Stars—Sally Miller	DIC
Betty Beale's Washington Letter—Betty Beale	PHS
Betty Boch—Mel Millar	AND

Between the Lines—Edith Kermit Roosevelt	R00
Between Us—Dr. Halm Glinott	KFS
Between The Girls	APN
Between You & Me—Nort Smol	JTP
Bev's Bits & Bites—Beverly Anderson	HPP
Bible Crossword Puzzle—James Alt	NCF
Bible Messages	CSP
Bible Notes—Luther A. Gotwald Jr.	GOT
Bible Quiz—Warren Walker	MCN
Big State Stunts in Color—LaSorgente	SIF
Bierman—Bob Bierman	MIL
*Big Ben Bolt—John Cullen Murphy	KFS
Big George—Virgil Patch	PHS
Big's Business Bob Zehn	CEN
Billy Casper Says—Billy Casper	NNS
Blossat Column—Bruce Blossat	NEA
Bob Becker's Contract Bridge—B. Jay Becker	KFS
Birthday Quiz—Gordon B. Greb	NEF
Birthday Quiz—Gordon B. Greb	NSM
Bishop Sheen Writes—Most Reverend Fulton J. Sheen, D.D., Ph.D.	WSS
Black Sports—Sam Skinner	BLP
Black Variety—Masco Young	MMP
Blaine—Blaine	MIL
*Blondie—Dean Young and Jim Raymond	TSS
Boating—Stan Davies	NNS
Boating—Jack Wolliston	UPI
Boating—Ida Fried	EPS
Bob Botch—Mel Millar	AND
Bob Sledd—Bob Sledd	CEN
Bobby—S. M. Iger	WFF
Book Additions—Mort Walker	KFS
Book Best Seller List	TSS
Book Line—Howard Williams	NFF
Book Marc Reviews—Marc Drogin	DRO
Book Ratings	GRN
Book Reviews—Robert Emmett McLeod	FEA
Book Reviews	INM
Book Reviews—David Horowitz & D. Benarone	WUP
Book Reviews	CNS
Book Reviews—Ernest Cady	CNS
Book Reviews—Barney Glazer	TCN
Book Reviews	UPI
Book Reviews—Kildare	TSS
Book Serialization	EF
Books—Ida Fried	EPS
Books—Interiors	CHT
Books-of-the-Week—John Austin	HIS
Bookshelf—Jeff Lee	SA
BookViews—Alvin Caruba	INP
Bottom Ten—Steve Harvey	UNP
Bowling At Its Best—Dick Weber	GRG
Bowling Tips—Don Carter & Marion Ladewig	NNS
Brain Teasers—All Hachel	GFC
Brain Twisters—Don Douglas	WPS
Bread of Life—Rev. A. Purnell Bailey	GFC
Brenda Starr—Dale Messick	CTN
*Brick Bradford—Paul Norris	KFS
Briefs—Cartoon	EDC
*Bringing Up Father—Kavanaugh Fletcher Camp	UPI
Broadway Jack Carter	UPI
Broadway Boxscore	UPI
Broom-Hilda—Russ Myers	CTN
Brother Junior—Fred McCarthy & Len Reno	PHS
Bruce Whitehouse—Bruce Whitehouse	DWL
Bryant/Hall Travel—G. Bryant/G. Hall	TSS
Bubbleummers—Jeff Wakefield	TSS
Bubbled Column—Bibi M. Sussman	LAT
Buescher Editorial Cartoons—Alfred J. Buescher	KFS
Buons Bunns—Ralph Heimbold/Al Stoffel	NFA
Business and the Stock Market	BAB
Business Articles—Arthur S. Green	GRG
Business Blueprint—Ed Nassauer	ICE
Business Book Report—W. D. Webb	MEC
Business Briefs—Martin J. Ross	LAT
Business Outlook—J. A. Livingston	PHS
Business Today	UPI
Business Week In Review	UPI
Business World—Denn C. Miller	UPI
Button-A-Day—Ed Moore	UPI
*Buz Sawyer—Roy Crane	KFS
By George!—John Kessler	UFS
By No Means Neutral—Ernest B. Furgurson	LAT

C

California Couture	LAT
California Stagecoach Dave—Vern Hammond	OFF
Call Me Ms.—Audrey Gellis	CNS
Camera Collene—Irvine A. Brace	RPA
Campus Clatter—Larry Lewis	NEA
Campus Opinion	WNS
Canadian Business Report—John Meyer	TSS
Candle & Mirror—Fred Dodge	NM
Capital—Andrew Tully	MCN
Capital Touch	CNS
Canitol Story—Jerrv Greene, Jim Wiegart, Paul He-ly, Jerome Cahill	CTN
Cap'n Kadd—Pat Anderson	AND
Capov Dick—Canny Dick	PHS
Captain Easy—Bill Crooks/Jim Lawrence	NEA
Caricature Service—Dick Wright	BPS
Caricatures—Dane Eastman	CNS
Carnival—Dick Turner	NEA
Carroll Righter Horoscope—Carroll Wrighter	MCN
Cartoon Comment on Illinois Politics and Government—Arthur A. Hemblison	HEN
Cartoonists—Sarge O'Neill	SOT
Casual Carousol—Icar Cassini & Liz Smith	CF
Catch The Criminal—Francis Clarke	CTN
Catch Up—Roy Bolton—Roy Bolton	CF
Cats And Their Cars—Honietta Hitchcock	CF
Cecil Smith Television Column—Cecil Smith	LAT
Celebrittee—Hees—Buddy Basch	BAS

Celebrities Laugh	OPS
Celebrities Speak	OPS
Celebrity Cookbook—Johna Blinn	CF
Celebrity Cookbook—Johna Blinn	CTN
Celebrity Interviews—Rebecca Morehouse	WNS
Celestine Sibley—Celestine Sibley	CTN
Centerstage—Joseph Lesken	NYT
Chastity Shopping—Joyce	CNS
Chambers—Robert Chambers	MIL
Chameleon—Al Wiseman	ALI
Champion Athlete George B. Dintiman	PHS
& John Unites	CEN
Changing Woman—Connie Richards	CON
Channel Chuckles—Bill Keane	RTS
Channel Clubs—Galen Scott	LED
Charles W. Yost Column—Ambassador Charles W. Yost	FRY
Charley—N. Diggs	AMA
Chateau & Briand—Don Vanzoni	SFS
Check Your Knowledge—Donald Saltz	MEM-DTQ
Chief Marian—Marian Burros	UFS-WNS
Chess Column—Robert Byrne	NYT
Chess Column—Robert Byrne	CNS
Chessington—Joseph Mill Brown	CNS
Chicago Tribune Crossword	CTN
Child Care—William G. Crook, M.D.	GFC
Children—Ida Fried	EPS
Children's Books	SFS
*Children's Letters—Stuart Hample	KFS
China—Various	PAO
Christmas	RTS
Christmas Gift Pages	NEA
Christmas Pages	KFS
Christmas Strip—Walt Disney	KFS
Christmas Strip	NEA
Church Chuckles—Charles Cartwright	SM-CAR
Church Forum—Dorothy	CTN
Church Humor—Leo Canavan	CTN
Church Page Feature—Gus Wood	MCN
Citizen George—George Wolfe	SM
Citizen Smith—Dave Gerard	RTS
City Editor's Tin Service—John Clift	GFC
Cleat Talk—Mary Alice Bennet	OPS
Cleo Magazine	WOR
Clip 'n Cook	CNS
Clotheslines—Marylou	LAT
Clyde Moore Says—Clyde Moore	DF
Cobb Editorial Cartoons—Ron Cobb	SAW
Coin Counting—Barbara White	NUM
Coin-Money Talks—F. G. Spadone	SPA
Coin Notes—Ronald Baby	CTN
Coin Roundup—Maurice M. Gould	GFC
Coin-Wise—Leon T. Lindheim	NNS
Coinword—Robert Pearsall	GFC
Collectors Items—Carolyn Anderson	AMW
College Poll	GRN
College & University News Digest	ICS
Column Closers	NEA
Comedy Fillers—Robert Orben	COC
Comic Dictionary—Evan Esar	RTS
Communications—John Dvorak	TAG
Conceived in Liberty—Robert Desmond	CNS
Concert Records—W. G. Landrey	UPI
Conchy—James Chiffress	CHI
Confessions of a Wife—John Donald	TA
Congressional Quarterly Service	CQ
Conrad Editorial Cartoon—Paul Conrad	LAT
Consumer—J. Anderson/N. Dixes	AMA
Consumer Cart—Arthur E. Rowse	CNI
Consumer Fraud—Don't You Be Cheated!—Joe Werner	WER
Consumer Products	INM
Consumer Q & A—Bess Meyerson	GRG
Consumer's Corner	CSP
Consumer's Question Box—Margaret Dana	UFS
Contemporary News Feature of The Week—Sidney Jackson	CON
Continental Diary—Noel Anthony	UFS-NANA
Cookbook Corner—Gloria Pitzer	HAP
Cooking American Style—Lois Tibbitts	AMA
Cooking Club—Ann Wanstall	TSS
Cooking Column—Lynn Harash	PHS
Cooking Corner—Susan Delight	CNS
Cooking With Rolas-Lombardi—Rolas-Lombardi	ASC
Corky Editorial Cartoon—Corky Trinidad	LAT
Could Be Verse—Gloria Pitzer	HAP
Count The Change Contest—Andre F. L'Eveque	SF
Court House Squares	CSP
Crafts—Bernard	PHS
Crawford Cartoon—Bill Crawford	NEA
Crazy Capers	MIL-CF
Creative Crochet—Lila Schneider & Jane Derryberry	LAT
Creative Mothering—Teri Stanley	LAT
Criswell Predicts—Criswell	NEW
Crockett Editorial Cartoon—Gib Crockett	WSS
Crosby Column—Ray Crosby	NEA
Crosby Column—Joan Crosby	FF
Crossnumber Puzzles—Dave Bascom, M. Poltroon	MED
Crossroad Comment—Paul Lampert	TRP
Crossroads Report—D. E. Scott	SCO
Crossword Puzzle—Warren Walker	MCN
Crossword Puzzle	NYT
Crossword Puzzle	CTN
Crossword Puzzle—Dell	CNS
Crossword Puzzle—Suzanne Crav	AND
Crossword Puzzle—A. C. Gordon	WLG-EDC
Crossword Puzzle—Nina Cooper	APN
Crossword Puzzle—Bernie Paschen	SM
Crossword Puzzle	CSP
Crossword Puzzles	UFS
Crossword Puzzle with Cryptonotes—Eugene Sheffer	KFS
Crossword Puzzle with Cryptonotes—Thomas Joseph	CF
Cupboard Chat—Chat—Betty Roberts	ICS
Curious Facts—Donald Whitacre	CFP
Current Crostic—Sylvia Levinson	NYT

Current Events in the Classroom—Marvin Lipton TSS
Current Social Issues—Elias Adams, Ph.D. EAG
Curtis Cartoons—Tom Curtis RTS
Cut Out Cookbook—Gloria Pitzer HAP

D

Daffynitions—Hal Gilbert	GF
Daily Crossword—Margaret Farrar & Betty Nichols	QF
Daily Crossword Puzzle—R. A. Power	DWF
Daily Investor—Don G. Campbell	UFS
Daily News Record	FA
Daily News Reports	RNS
Daily Poem—Edgar A. Guest	WSS
Daily Quiz—Charles E. Carden	STQ
Dalton Camp—D. Iton Camp	LF
Darcy Editorial Cartoon—Tom Darcy	LAT
Date-Line—Ele & Walt	UFS
Dateline: Danger—John Saunders & Aiden McWilliams	PA
Dateline: Detroit—Don O'Reilly	AU
Deatle U. M.—Louis Halasz	NANA
David Eisenhower Column—Theodore Eisenhower	CF
David Reuben, M.D.—Dr. David Reuben	CF
Days and Customs of All Faiths—Dr. Howard V. Harper	GTN
Dear Abby—Abigail Van Buren	CF
Dear Nana—Jackie Stephanich	CF
Dear Nancy—Nancy Peters	WOR
Dear Sally—Sally Shaw	WLT
Decor—Jean—Paul St-Michel	CNS
Decor Plans—Jean—Paul St-Michel	CNS
Deco Space—Barbara Hartung	CNS
Decorating Diary—Carolyn T. Anderson	AMA
Decorating Mail Box—Arthur S. Green	GRE
Dennis the Menace—Hank Ketcham	PHS
Design For People—Emily Malino	UFS
Designing Women—Charles Taylor Bradford	ADL
Destination—Joseph Adair	KIR
Detectograms—Norman Kirk	TSS
Dian Cohen—Dlan Cohen	NEA
Dick Kleiner Hollywood—Dick Kleiner	CTN
Dick Tracy—Chester Gould	CTN
Did You Know	CSP
Digest Books	BSP
Dinah Mite—Joe Bursack	JEH
Dingbats—Larry Bonko	COA
Diplomatic Pouch	FRY
DISCussion—Joe Kalif	AMF
Distillates of Random Thoughts—Charles Rehms	REH
Doc Savage	LED
Do-It Yourself—Mr. Fix	NEA
Do-It Yourself—Mr. Fix	UFS
Do-It Yourself Hair Styles—Paul Hamlin	SPS
Do-It Yourself—R. Randolph Karch	KAR
Do You Know—Dorothy Yoder	INP
Doing the Right Thing—Elizabeth L. Post	CTN
Don MacLean—Don MacLean	UFS
Donald Duck—Walt Disney	KFS
Don't Let Your Children—Leonard Beifell	CTN
Dooley's World—Roger Bradfield	UNP
Doodlesbury—Garret B. Trudeau	UNP
Dottie Decorates—Dorothy and Harry Brown	GFC
Drift—Bufof Tone	PHS
Double-Crossers—Bill Kresse, Adam Di Petro	LAT
Doug Patrick's Stamp Column—Doug Patrick	BOM
Doug Sneyd—Doug Sneyd	WSS
Doug Wright—Doug Wright	TSS
Down The Lane—Bill Lane	WOR
Down To Earth—Walter Masson	DOW
Dr. A's Bedtime Stories—Dr. A.	AVS
Dr. Alvarez—Dr. Walter C. Alvarez	RTS
Dr. Kildare—Ken Bald	KFS
Dr. Lee Salk Column—Dr. Lee Salk	ADL
Dr. Max Rafferty Column—Dr. Max Rafferty	LAT
Drawn In For Fun—W. Trag	BPS
Dress Pattern Features—Anne Adams	KFS
Dress Pattern Features—Marlon Martin	KFS
Drivers Seat—Robert W. Irvin	NANA
Drugs and Your Health—David S. Ratro, Pharm. D.	MED
Dunagin's People—Ralph Dunagin	KFS
Dunsdag Sports Column—Melvin Dunsdag	KFS

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Earlham—Henry Mitchell	LTWP
Easi-Blood—Don Drann	GFC
East-West Trade	TAG
Easy Does It—Win Packer	TSS
Easy Etiquette—Jeanne Harris	RTS
Eat Drink & Be Merry—Robert J. Misch	WNS-UFS
Eat and Grow Younger—Lelord Kordel	SPE
Eat Up & Sink Down—Lelord Kordel	SPE
Eat Your Troubles—Lelord Kordel	SPE
Ecology Line—Ed Duncumelant	INF
Ecology Out Door Roundup	CAP
Economic Groupings	TAG
Economic Impact—Hobart Rowen	LTWP
Edge of Science—H. Peter Metzger	NTS
Editor's Associate—T. Jerome Bishop	RVT
Editorial—Theodore B. Hoff	MGN
Editorial Cartoon—John M. Schofield	MLD
Editorial Cartoon—Dick Hodels Sr.	SM
Editorial Cartoon—Jim Knudson	CNS
Editorial Cartoon—Ralph Yoes	CNS
Editorial Cartoon—Kennison Keene	CNS
Editorial Cartoon—Doug Borgstedt	CSF
Editorial Cartoons—L. Carl Hays	CNS
Editorial Cartoons—Herc Pickler	AVA
Editorial Cartoons—Gloria Pilzer	HAP
Editorial Cartoons—Albert H. Wetzel	WFT
Editorial Cartoons—Eugene Craig & Doc Goodwin	DEP
Editorial Editorial Cartoons By Gar—Gar Schmitt	GAR
Editorial Material & Pictures for Women's Pages	UTU
Editorial Research Reports—Hill Morris	APN
Editorial Service	TAG

TITLES OF BY-LINED FEATURES

High Fashions—Austine La Mar
Hi-Fi Equipment—Barney Glazer
Hi-Fi Whirled—Barney Glazer
Hi! I'm Dorsey Connors—Dorsey Connors
Hints For The Home—Bob Mattis
*Hints From Heloise
Histo/Graphic—Julie McDowell
Historical Fillers
History Of Education
History's Scrapbook
Hockey For Minors
Hockey Tips—Bobby Orr
Holmes Alexander—Holmes Alexander
Hollywood—Dorothy Manners
Hollywood Beat—Lydia Lane
Hollywood Beat—Bill Lane
Hollywood—Vernon Scott
Hollywood Diary—Barney Glazer
Hollywood Hotline—James B-con
Hollywood Hotline—Nancy Anderson
Hollywood News Wire—Barney Glazer
Hollywood Scene—John Austin
Hollywood Television Report—Eugene Kreiling
Hollywood Who Ha—Bonnie Rogers
Hollywood Today—Norma Lee Browning
Hollywood's Unsolved Mysteries—John Austin
Home—Ann Jermyn & George Adams
Home Furnishings Daily
Home Improvement—Bernard Gladstone
Home Line—Dorothy Manners
Home Repairs—C. Gordon
Home Shop—Bill Bittlinger
Home Town Flavor—Kerwin Hoover
Homeowners Money Savers—Douglas Tuomey
Homes—Dorothea M. Brooks
Homes Decorating—Jenice Jordan
Honeydew—Henry Gaines Goodman, Jr.
Honor America
Hoon Ratings—Mort Olshin
Horseshoe—Francesco Waldner
Horseshoe—B. J. Crowley
Horses For Courses—Frank Gerard
Hospital Quips—Rube Weiss
Hotline To Hollywood—Rita
House Doctor—Herman Baum
House of the Week—Andy Lang
House Plans—Gerry Bishop
Household—Ida Fried
Household Hints
Household Scrapbook—Roberta Lee
Housing News—Hazel L. Norris
Houston, C. P.—Jed Peterson
How 'Bout Dat?
How Can I???—Anne Ashley
How Does It Work?—Bruce Bailey
How It's Made And Functions
How to Keep Well—T. R. Van Dellen, M.D.
How's Business?
How's Your Luck
How's Your Nose For News
*Hubert—Dick Wingert
Humankind—Vincent de Liberto
Human Relations—Elias Adams, Ph.D.
Human Side of Science
Humor (Untitled)—Marc Progin
Humorous Cartoon—Wood
Hutch At Random—Hutch

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It's Your Landscape—George Creed
Jack Knife & To Spoon—Sarge O'Neill
Jack Pokress at Large—Jack Pokress
Jackson Twins—Dick Brooks
Janeway Economic Service—Eliot Janeway
Jasper—James Simpkins
Jaundiced Eye—Sheldon Novick
Jes' Smith—Johnny Pierotti
Jeane Dixon Horoscope—Jeane Dixon
Jeane Dixon Predictions—Jeane Dixon
Jeff Cobb—Pete Hoffman
Jeffrey Hart—Jeffrey Hart
Jelly Side Down—Nancy Stahl
Jerusalem Journal—Harold Lessin, Ph.
Jes' Smith—Johnny Pierotti
Jesse Jackson At Large—Rev. Jesse Jackson
Jest A Minute—George Daugherty
Jest For Laughs—Aurle Bradford
Jest Nonsense—Roy Bliss
Jews In Sports—Haskel Cohen
Jim Bishop: Reporter—Jim Bishop
Jim Fair Column—Jim Fair
Jim Murray Sports Column—Jim Murray
Jim Proudfoot—Jim Proudfoot
Jimmy The Greek—Jimmy Snyder
J. J.—Roy Dewar
Job Jitters—Hal Thorne
Joe Palooka—Tony Di Prea
John Keasler Column—John Keasler
John Sinner Column—John Sinner
*Johnny Hazard—Frank Robbins
Johnny Wunder—Dick Rogers
Joseph Gelmis Column—Joseph Gelmis
Josh Billings Sez—Rube Weiss
Joyce Haber Column—Joyce Haber
Judge Parker—Dr. N. P. Dallas and Harold Le Doux
Jumble—Bob Lee & Henri Arnold
Junior Editors—Joe Cunningham
Junior Jumble—Bob Lee & Henri Arnold
Junior Whirl—Hal Kaufman
Just For You—Earl Engelman
Justice Lounge—Roy Justin, Scott Longe
Justice Stories
Kannine Korner—Francis X. Lohmann
Karikature Carnival—Joe L. Kaliff
Karpin on Bridge—Fred L. Karpin
Kelly—Jack Moore
Kerry Drake—Alfred Androla
Kevin P. Phillips—The Phillips Survey
Kids Books
King Editorial Cartoon—Warren King
Kingsbury Smith—Kingsbury Smith
Kitchen Cynic—Bern Sharfman
Kitty Higgins—Percy Johnson
Kitty P. Phillips—The Phillips Survey
Know Your Antiques—Ralph T. Kov
Know Your State Contest—Andre P. Leveque
Kohlmeier Column—Louis Kohlmeier
Kudlaty Cartoon—Ed Kudlaty

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I Loved It . . . I Hated It!—William Arthur
I Remember
Idea Chaser—Jerry Langell
Ideas, Issues, & Insights—Harry Humphreys
If Your Name Is—Ann Reynolds, Ph.D.
Illustrated Religious Features—Curtis T. Williams
In Fashion—Mrs. Hugo Sims
In The Kitchen—Sam Tautou
In A Rinside Seat—Sam Tautou
In The Public Interest—Ralph Nader
Indoor Gardening—Gay Nightingale
Indoor Gardening—Katherine B. Walker
Inkings—Robert Leffingwell
Innocence Abroad—Mary Gauker
Inside Astrology—Madeline Mehet
Inside Auto Racing—Don O'Reilly
Inside Daytime T.V.—John Austin
Inside Fashion—Eugenia Sheppard
Inside Hockey—Stan Fischer
Inside Labor—Victor Riesel
Inside Religion—Rev. Lester Kinsolving
Inside Report—Evans & Norak
Inside Washington—Robert S. Allen
Insight—John Wykert
Inspector Dayton—George Thatcher
Insurance Adviser—Sui Sokol
Insurance For Consumers—Dave Godwin
Intelligrams
Interior Decorating—Genevieve Fernandez
International Adventure (News/matter)—Julius Weiss
International Adventure (Philatelic)—Julius Weiss
International Date Line—Duarte de Martinu
International Designer Patterns—Spadea
Interpreter Report—Richard Wilson
Interviews With Name Entertainers—Jerry Bishop
Investors' Guide—Sam Shulsky
Isn't It The Truth?—Charles Rehner
It Happened Last Night—Earl Wilson
It's A Cockeyed World—Joe Kaliff
It's A Laugh—Rube Weiss
It's Love—Chuck and Gwen Bowen
It's My Opinion—Irene Corbally Kuhn
It's News To Me—Herb Chen
It's Tough, But You Can Make It—Vernon E. Brown
It's Your Money—Wendell Coltin

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RTS
RIS
KFS
PHS
AMF
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Labor Report—Ed Finn
Ladies Day—John Rouson
Ladies First—Tridie Belmont
Laff-A-Day
Laff of the Week
Lane Cartoon—John Lane
Larry's World—Larry
Let's Live Longer—Ford Cordel
Las Vegas Diary—Barney Glazer
Las Vegas/Reno/Tahoe—Barney Glazer
Latin America and the World
Laugh It Off—Syd Hoff
Laughing Matter—Salò
Laugh Time—Bob Shroeter
Laughing—Eugene Kreiling
Laughs from the 1920's
Laurence Laurent Column—Laurence Laurent
Lautens Column—Gary Lautens
Lawrence Dispatch—David Lawrence
L. D. Warren editorial—L. D. Warren
Legal Aid—Martin J. Ross
Legal Briefs—John Ritter and Paul Levine
Legal Briefs—Wood
Legal Column—Professor John Ritter
Legal Laughs—Rube Weiss
Lerner Column—Max Lerner
Lesson in English—W. L. Gordon
Let's Ask the Cook—Nan Wiley
Let's Go Travel
Let's Live Longer—Ford Cordel
Let's Make—Ben Corey
Let's Reminisce—Helen M. Pagel
Let's Sew
Let's Stay Well—Dr. Eugene Scheimann
Let's Take Pictures—Irvine A. Brace
Let's Talk—Rev. Les Truman
Let's Talk About You
Letters From Dad—Martin J. Ross
Liberated Woman—Mary McGrath
Life Begins At Forty—Robert Peterson
Life In The Suburbs—Al Smith
Life Is—Katharine Fox, Sara Black
Life With Rimples
Life's Life—Theodore Fisher
Lighter Side—Dick West
Like It Is—June Southworth

Like It Is By Me, Ali—Muhammad Ali
Li'l Abner—Al Capp
Li'l Ones—Jim Whiting
Little Brother Hugo—Bill Perry
Little Eve—Jolita
Little Farmer—Kern Pederson
*Little Iodine—Bob Dunn & Hy Eisman
Little Orphan Annie
Little No—No
Little Pedro—William de la Torre
Little People's Puzzle—Leo White
Little Sport—John Rouson
Littlestrokes—Elena
Live It Up—Tony Victorian
Live 'n Laff—Rube Weiss
Live Under The Gun—Charles Rehus
Live Within Income—Ann Taylor
Living Cheap But Good—Martin Poriss
Living End—Hal Holland
Living Scriptures—Jack Hamm
Local Editorial Cartoons—Jerry Alexander
Loeb on Wall Street—Gerald M. Loeb
Lois Holmes Knit And Crochet Column—Lois Holmes
Lolly—Polly Hansen
London Express Feature Service
London Express News Report
Lonely Heart—Heck Ficklen
Look and Learn—A. C. Gordon
Look Smart!—Harry Juster
Look Who's Talking—Web
Looming Around—Simon
Lou Edman Describes—Lou Edman
Louie—Harry Hanan
Louisiana's Letter—Louis
Love Is—Kim Grove
Love on Life—Philip H. Love
Lowell Ponte Column—Lowell Ponte
Lowell Ponte Column—Lowell Ponte
Lucille Rivers On Sewing—Lucille Rivers
Lurie's Opinion—Ranran Lurie
Luther—Brumsic Brandon Jr.

MACNELLY EDITORIAL CARTOONS—JEFF MACNELLY
MacPherson Cartoons—Duncan Macpherson
Maddox Column—Gaynor Maddox
Magazine Exclusives
Magic Carpet—Edward R. Church
Magic Carpet Over Broadway—Joe Kaliff
Magic Spell—Hal Kaufman
Main Street—Ted Green
Mainly For Seniors—John T. Watts
Major's Money Words
Make People Like You—LeLord Kordel
Man and Medicine—Irwin J. Polk, M.D.
Man and Science 1973
Marilyn Manion—Marilyn Beck
Managing Your Family's Money—Merle Dowd
*Mandrake The Magician—Lee Falk and Fred Fredericks
Maps?
Marga Eyes The Stars—Marguerite Gilmore
Margo—Margo Coleman
Marianne Means' Washington—Marianne Means
Marilyn Beck Column—Marilyn Beck
Marilyn Manion—Marilyn Beck
Mark My Words—Jim Fiebig
Mark Trail—Ed Dodd
Mark Trail's Outdoor Tips—Ed Dodd
Market Comments—Carl Ritter
Marmaduke—Brad Anderson
Martin's International Newsweek—M. W. Martin
Marvin—Pat Moran
Mary McGroory Column—Mary McGroory
Marty Worth—Allen Saunders and Ken Ernst
Matter of Fact—Joseph Alsop
Mauldin Editorial Cartoon—Bill Mauldin
Maw Green
Maya—John Helne
May To May—W. R. Penno, M.D.
McGrady Column—Mike McGrady
Medical Memos—H. L. Herschensohn, M.D.
Medicinal—M. W. Martin
Medicare—Reamer Keller
Medicine—Dr. M. I. Salomon
Medifix and Fiction
Men To Men—M. J. Penno, M.D.
Meditation—Colin Douglas
Meltzer on Real Estate—Bernard Meltzer
Memo To Caesar—D. K. Woodman
Men's Fashions—Paul Hamlin
Men's Wear—Walter Logan
Men's Wear News
Men's Wear—M. J. Penno, M.D.
Men's Mixup—Barbara Jones
Mickey Finn Lunk Leonard
*Mickey Mouse—Walt Disney
Microscopes—Don MacLean
Mike Peters—Mike Peters
Military Affairs—L. Edgar Price
Military Analysis—Edgar Price
Mind Your Money—Peter Weaver
Mini Reviews—Gene Siskel
Mint Doodle—Louis Magila
Mint Errors Coin-Currency—F. G. Spadone
Minute Mechanic—Ted Dee
Miracle Gardening—J. Finletter
Mirror To Man—Jim Fiebig
Mirrors of Washington—Isabelle Shelton
Miss Pech—Mel Lazarus
Miss Pech—Mel Lazarus
Mixed Singles—Bill Brown & Mel Casson
Moco—Morgensen and Cornelius
Modern Bridge—J. Fern
Modern Etiquette—Roberta Lee
Modern Sherlock Holmes—Sherrod Slinger
Mohr About Fashion—Berta Mohr

TITLES OF BY-LINED FEATURES

Sew Biz Julia C. McCombs

Sew Like A—P. Roxane

Sew Simple Eunice Farmer

Sew What

Sew What's New?—Sandra Kelly

Sex Information Service

Sex Is Big Business—John Austin

Sgt. Stripes—J. Forever—Bill Howrilla

Shanghai Mielie—Dr. Richard Smith

Shanghai Jill—Suzanne O'Neill

Shanghai The Earth—Dr. A. A. Manten

Sharpe Up With/Sharpe

Sharpe Wit—Paul M. Sharpe

Sharpe—Paul M. Sharpe

Sheinwald On Bridge—Alfred Sheinwald

Shop at Home

Shopping The World—Rosellen Callahan

Short Fillers, Headed Fillers

Short Ribs—Frank O'Neal

Short-Short Stories—Art Gates

Short Takes

Shorts

Show Biz Flash Fairfield

Show Biz Herb Bridges

Showtime

Shows & Watch—(TV)—Paul Henniger

Shredded Will—Nanette Cunn

Side Glances—Gill Fox

Sign-O-Rama—M. W. Martin

Signs of The Times—Val Valentine

Simpkins—George Crenshaw

Single By Choice—Antoinette May

60 Second Sermons—Fred Dodge

Sketches—Ron Burroughs

Slit Glass Bill—Rick

Slit Sassy—Steen Erickson

Skating Tins—Al Ralme & Nancy Green

Skating With Dean Claude Killy—Jean Claude Killy

Skifflet Club—Frank Kohler

Skipper Tips—Stan Davies

Slit Tricks—Elizabeth Hillver

Slim Gourmet—Barbara Gibbons

Small Business—Ralph Stevens

Small Business Review

Small Fry Diary—Nourice Cunn

Small Society—Morrie Brickman

Smart Charts—Herb Stansbury

Smidgens—Robert Corday

Smiley Column—Bill Smiley

Smitty—Walter Berndt

Snoopy Fillers

Snowfalling—Stan Davies

Soccer Show—Irma Ganz Miller

Solunary Tables—Jacqueline Knight

Solve-A-Crime—A. C. Gordon

Soul Cookin'—Bessie Brown

Space Age Report—Frank Macomber

*Spanish Crossword Puzzle—Alfaro

*Spanish Crossword Puzzle—Ramos

Sparks of Wisdom—Robert Symmes

Speaking of Dollars—Robert Rosefsky

Speaking of Sports

*Speaking of Your Health—Dr. Lester Coleman L.

Special New York Correspondent—Ed Nassauer

Special Report—Institute For Social Research—

John Lear

Special Shorts & Fillers

Special Churchman—Christian Gehman

Spot Scene—Lee James

Sports Cartoon—Murray Olderman

Sports Cartoons—Allan Mavor

Sports Corner

Sports Crossword—Bob Kay

Sports Orbit

Sports Parade—Milton Richman

Sports Postpaid—Irma Ganz Miller

Sports Quizz—Pete Fritchele

Sports Quiz—Lloyd Birmingham

Sport & Recreation—Irma Ganz Miller

Sports Today—Jimmy Cannon

Sports Unlimited

Sportsman's Digest—Hal Karpel

Sportsword Puzzle—Frank Dillon

Spotlight on Education—Dr. Benjamin Fine

Spotlight Service

Starboard Days—Vern Hammond

Stemp News From America—Julius Wells

Stamp Book—Ronald Anders

Stamp Nook—Kenneth Anthony

Stamping—Around The World—Lea Blauvelt

Stamps Are Fun!—Edmund M. Midura

Starchart—James Stockley

Star & Fashion—Cullen Moore

Star Gazer—Clay Pollack

Star Inquirer—Finletter

Star Mates & Friends—Cullen Moore

Star Partners—Cullen Moore

Stars Above—Sherman Walker

Stars and Lovers—Cullen Moore

Stars Tell On—D'Modin

Star Time—D'Modin

State Affairs—Clayton Fritchele

State Alive—Londner

Stavsky Editorial Cartoons—Wayne Stavsky

Stereo Equipment—Barney Glazer

Stern Views—Andy Stern

*Steve Canyon—Milton Caniff

Steve Roper & Mike Nomad—Wm. Overgard and Allen Saunders

Still Life—Jerry Robinson

Stitching—Audrey Love/Jane Schrieber

Stitching Withers—Betty W. Kinser

St. John's Journal—Jeffry St. John

Stock of The Week

AFN

RTS

CSP

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Today's Laugh—Jeff Keate, Renner Keller	CTN	Village Square—Chuck Stiles	SM	Woman's World—Patricia McCormack	UPI
Today's Living—Mimi Rockefeller	CFP	VIP—Maxine Cheshire	CTN	Woman's Way—Joan O'Sullivan	KFS
Today's Parent—Barbara W. Wyden	NFT	Virginia Payette—Virginia Payette	UFS	Women—Emma Lou Fuller	NLF
Today's Talk—George M. Adams	NT	Virginia Report—W. Webb	MEC	Women's Interest Fillers—Daniel M. O'Connell	CAF
Today's Teens—Lester Rand	VR	Vision—Constance F. E. Webb	SF	Women's Transition—Dr. Andrew J. Du Brin	CNS
Today's TV Programs—Frances M. Knox	DIO	Voice of Broadway—Jack O'Brian	KFS	Women's Page—Ida Fried	EPS
Today's World—David Brown	BRO			Women's View—Gay Pauley	UPI
Today's World	CNS			Women's Wear Daily	FA
Tom Tiede News Features—Tom Tiede	NEA			Women's World—Iris Hartman	WNS-UFS
Top 20 Records	UPI			Women's World—Princess Kay	TWN
Trade Winds—L. Scudder	NANA			Wonders of Nature—Dr. A. A. Manten	DWL
Traditional American Crafts—Judy Harper	NNS			Wonderland—Joe Quillet	CWF-MCN
Travel	TRM			World's Women—John Heim	CNS
Travel & Recreation	INM			Word-A-Day—Mickey Bach	UFS
Travel America—Arthur S. Green	GRE			Word Game	TAG
Travel Capsules—Choral Pepper	PEP			Words, Wit, & Wisdom—William and Mary Morris	LAT
Travel Column—Robert R. Davis Jr.	DAV			World Almanac Facts	NEA
Travel Facts—Lundt & Lisi Dennis	AUN			World Around U.S.—Paul Olsen	ITP
Travel Features—William J. Knowles	KUN			World Horizons—Sunday Feature Package	UPI
Travel In the News—Sidney Polinsky	UN			World Religious News—Dorothy Yoder	FRY
Travel Log	GGO			World in Focus, The—William R. Frye	CNS
Travel News & Notes—George White	FEA			World of Music—Judy Hagg	CIT
Travel On A Shoestring—Ansil B. Chaplin	CIT			World of Youth—Buddy Nevins	CNS
Travel Scene—Norman Austin	HIS			World's Week	FAS
Travel Times—Need Walters	ICS			World Wide Travel Advice—Palge Palmer	RTS
Travel Times—Murray Brown	WTP			Worth Repeating—Theron C. Liddle	CIT
Travel Tourist—David Horowitz	WTP			Wright Editorial Cartoon—Don Wright	WSS
Travel Whirl—Buddy Bass	HAS				
Travel With Hermes—Hermes	NEW				
Travelers Clering House—Stephanie Bonsavage	CF				
Traveling Times—Palge Palmer	FAS				
TRB From Washington—Richard Strout	NRF				
Treasures—Palge Palmer	GFC				
Treasures of Classic Tales—Walt Disney	KFS				
Trends & Conflicts—Robert J. Markle	HRS				
Twining Golf—Lee Terino	RTS				
Tribune Perspective—Vernon Jarrett, Mike Kilian	CTN				
Frank Star, Willam Anderson	CTN				
Trim's Arena—Hal Trim	UPF				
Trivia Quiz—Donald Saltz	DTQ-MFM				
Trivia Test—Edmund M. Midura	AD				
Tricks and Tribulations—Florence K. Palme	MA				
Trig Time—Marie Mattson	SM				
Trixie The Trader	KFS				
Trudy—Jerry Marcus	KFS				
*True Crimes and Mysteries Series—					
William T. Brannon	KFS				
Truth—Paul Swan	BPS				
*Tumbleweeds—Tom K. Ryan	KFS				
Tune In	KFS				
TV Commentary—John Smiley	EDC				
TV Editorial Packages	TAP				
TV From A Woman's Viewpoint—Marcia Michels	AMP				
TV Key Features, Mailbag, Previews—					
Steven H. Scheuer	KFS				
TV Laifs—Chiff Rogerson	UPF				
TV Profile—Vernon Scott	UPF				
TV Preview—Frances M. Knox	DIC				
TV Schedule	UPI				
TV Scout—Joan Crosby & Dick Kleiner	FF				
TV Star Screen Puzzle—Al Kigore	UFS				
TV Ties—Henry Scarnell	GFC				
TV Time Service—Richard K. Shull and Dan Lewis	UFS				
Twit—Howard Rands	SM				
Two-Minute Mysteries—Back Issues only—					
Donald J. Sobol	UPF				
Twoies—Rosapepe Report—John Twoies	UPF				
James Rosapepe	CTN				

SYNDICATED FEATURES LISTED BY AUTHORS ARTISTS

A. Dr.—Dr. A's Mini Tales	AVS	Allan, Robert Tate—Washington Religious News	WRN	Anderson, Carolyn—Collectors Items	AMW
A. Dr.—Tales From Dr. A.	AVS	Allen, Alexander—Strange To Relate	UPF	Anderson, Jack—Washington Merry-Go-Round Special	UFS
Abraham, George—The Green Thumb Question Box	TGT	Allen, David—Automobiles	DTJ	Anderson, Jack—Washington Merry-Go-Round	UFS
Abraham, George—The Green Thumb	TGT	Allen, Judd—Sports Quiz	TSS	Anderson, Jennifer—Ask Jennifer	CTN
Abraham, Dr. Willard—Our Children	CNS	Allen, Olive E.—Antiques	DTJ	Anderson, J.N. Digs—10th Cavalry	AMA
Adams, Anne—Dress Pattern Features	KFS	Allen, Olive E.—Gardens	DTJ	Anderson, J.N. Digs—All Klets	AMA
Adams, Dr. Carlyle—Our Religions	RTS	Allen, R. J.—A Problem a Day	WLG	Anderson, J.N. Digs—Con-sumer	AMA
Adams, Ph.D., Elias—Current Social Issues	EAG	Allen, R. J.—Figurits	WLG	Anderson, J.N. Digs—Scop	AMA
Adams, Ph.D., Elias—Human Relations	EAG	Allen, Robert S.—Inside Washington	LED	Anderson, Nancy—Yesterday's Stars Today	CNS
Adams, Ph.D., Elias—Science Features	EAG	Allen, Sidney—Arcic Lett	ARL	Anderson, Nancy—Hollywood Hotline	CNS
Adams, George M.—Today's Talk	WSS	Also, Joseph—Matter of Fact	LAT	Anderson, Pat—Astronits	AND
Adams, & Martin—Emerging Couples	UFS	Alt, James—Bible Crossword Puzzle	NCF	Anderson, Pat—Pun-Kins	AND
Adams, Jean—Teen Forum	UFS	Alvarez, Dr. Walter C.—Alvarez, Dr.	RTS	Anderson, Pat—Cap'n Kadd	AND
Addison (Mort Walker)—Boner's Ark	KFS	Ames, Ph.D., Louise Bates—Parents Ask	PHS	Anderson, Peter—Government Quiz	CIT
Adler, Joseph—Destination	ADL	Amory, Cleveland—Animals	PHS	Anderson, Tom—Straight Talk	AMW
Agoo—The Drimbles	LED	Andelman, L. M.—M.P.N.—For Better Health	CTN	Anderson, William—Tribune Perspective	CTN
Ahern, Margaret—After Boy Named Speck	NCF	Anders, Ronald—Coin Notes	AR	Anderson, William—Anderson Column	CTN
Ahern, Margaret—Dur Parish	NCF	Anders, Ronald—Coin Notes	AR	Andriola, Alfred—Kerry Drake	PHS
Alderson, Court—This Is Sport	SM	Anders, Ronald—Stamp Nook	AR	Anthony, Kenneth—Stamp Story	ITP
Alexander, Holmes—Holmes Alexander	MCN	Anderson, Beverly—Bv's Bits & Bites	HPP	Anthony, Noel—Continental Diary	NANA-UFS
Alexander, Jerry—Local Editorial Cartoons	ALX	Anderson, Brad—Grandpa's Boy	SM	Armstrong, Richard—Three Minutes A Day	MCN
Alfaro—Spanish Crossword Puzzle	KFS	Anderson, Brad—Marmaduke	NNS	Arnold, Arnold—P-rents and Children	NNS
		Anderson, Carolyn—Decorating Diary	AMA	Arnold, Henri & Bob Lee—Junior Jumble	CTN
				Arnold, Henri & Bob Lee—Jumble	CTN

Arnold, Jud—Green Talk . . . CWF
 Ariola, Gus—Gordo . . . UFS
 Arthur, William—I Loved It . . . CIT
 Ascher, Sidney—Arnold The World . . . ASC
 Ashley, Anne—How Can I?? . . . WLG
 Ashmore, Harry S.—Harry S. Ashmore Column . . . LAT
 Athens, Eve—Adams Rib . . . CEN
 Austin, John—Boston Column . . . HIS
 Austin, John—Hollywood's Unsolved Mysteries . . . HIS
 Austin, John—Hollywood Scene . . . HIS
 Austin, John—Inside Daytime T.V. . . . HIS
 Austin, John—Record Rap . . . HIS
 Austin, John—Sex Is Big Business . . . HIS
 Austin, John—Television Scene . . . HIS
 Austin, Norman—Travel—Travel Scene . . . HIS
 Austin, Norman—Travel Scene . . . HIS
 Auth, Tony—Auth Editorial Cartoons . . . CTN

B

Bach, Mickey—Ward-A-Day . . . PHIS
 Bachrach, Bert—Now See Here! . . . KFS
 Bacon, James—Hollywood Hotline . . . NANA-UFS
 Baer, Jean—The Second Wife . . . DDS
 Baginski, Frank—Plain Jane . . . MCN
 Bailey, Bruce—How Does It Work? . . . CF
 Baker, Barbara—Happy Homemaking . . . CEF
 Baker, Harry—Anus in America . . . PNY
 Baker, Jack & Carol—Place to Remember . . . BAK
 Bailey, Rev. A. Purnell—Bread of Life . . . GFC
 Baker, Jim—As You Were . . . PIO
 Bald, Ken—Dr. Kildare . . . KFS
 Baldwin, Robert—Freddy . . . PHS
 Baranik, Gary—Authors & Books . . . BAR
 Barash, Norma—Cooking Column . . . JTA
 Barnes, Barbara—You and Your Home . . . RTS
 Barnes, Istan—Nature Column . . . LTWP
 Barnes, Jean—Yesterday's Discards, Today's Treasures . . . NEA
 Barnes, Ruth—Better Half D & P . . . RTS
 Barron, Sid—Barron Cartoons . . . TSS
 Barsotti, Charles—Sally Bananas . . . LAT
 Bartlett, Charles—News Bessel . . . PHS
 Barry, Dan—Flash Gordon . . . KFS
 Barry, Seymour, Lee Falk—Phantom, The . . . KFS
 Bartels, Ray—The World's The Thing . . . OHF
 Basch, Buddy—Entertainment Whirl . . . BAS
 Basch, Buddy—Amy Funnies . . . BAS
 Basch, Buddy—Celebrities—Hees . . . BAS
 Basch, Buddy—Hollywood Column . . . BAS
 Basch, Buddy—Music Whirl . . . BAS
 Basch, Buddy—Real Names/Real Names . . . BAS
 Basch, Buddy—Travel Whirl . . . BAS
 Basch, Charles J., Jr.—Scramble Steps . . . BAS
 Bascom, Dave—Poltrone, M. Crossnumber Puzzles . . . MED
 Bascoms, The—Along The Food Trail . . . BA
 Bassel, Gabe—News Bessel . . . PHS
 Batkuk, Tom—Funky Winkerbean . . . PHS
 Battelle, Phyllis—Assignment: America . . . KFS
 Battista, Dr. A. O.—Health Today . . . RPS
 Baugh, Jerry T.—Salute! . . . APN
 Baum, Herman—House Doctor . . . RTS
 Baum, S. V. & W. J. Laubenstein—The News In A Word . . . OUL
 Beale, Betty—Betty Beale's Washington Letter . . . PHS
 Beard, James—Jane's Selection . . . WSS
 Beck, Marilyn—Marilyn Beck's Hollywood . . . NYT
 Becker, B. Jay—B. J. Becker's Contract Bridge . . . KFS
 Becky—Playfunnies . . . CTN
 Beeman, Art—Those Were The Days . . . SM
 Belmont, Trixie—Ladies First . . . WNS-UFS
 Ben, Don & Fred—Yankee Doodles . . . LAT
 Benatone David—On The Cellphone Front . . . WTP
 Bengelsdorf, Irving—Of Atoms and Men . . . ESP
 Bennenson, L.—Revolutionary Times . . . SSN
 Bennett, Mary Alice—A Little Prayer . . . AF
 Bennett, Mary Alice—Clear Talk . . . AP
 Bentley, Carole—Half Care . . . TTP
 Bergen, Mary—Jane's Selection . . . KFS
 Berkow, Ira—Berkow Column . . . NEA
 Bernot, Walter—Smitty . . . CTN
 Berrill, Jack—Gil Thorp . . . CTN
 Bernier, Louis—Ask Me . . . DF
 Bernstein, Theodore M. Bernstein on Words . . . NYT
 Berry, Jim—Remix . . . EF
 Berry, Jim—Remix World . . . NEA
 Bess, Gordon—Redeze . . . KFS
 Betts, Robert—Foreign Analyst . . . CNS
 Betts, Robert—Rise of the Republic . . . CNS
 Bierman, Bob—Bierman . . . MIL
 Bird, Joseph & Lois—Power to the Parents . . . DDS
 Birmingham, Lloyd—Honey Family . . . NPF
 Birmingham, Lloyd—Snorts Out . . . NPF
 Birmingham, Gean & Lloyd—Helen Homemaker . . . NPF
 Rishon, Gerry House Plants . . . PHS
 Rishon, Jim—Jim Rishon, Reporter . . . KFS
 Rishon, T. Jerome—Editor's Associate . . . RIS
 Rishon, T. Jerome—Auto-Kno . . . RIS
 Rishon, Wally—Mugs & Skeeter . . . RIS
 Bishop, Jerry—Interviews with Name Entertainers . . . RIS
 Bittinger, Bill—Home Shop . . . MGN
 Blaine—Blaine . . . MIL
 Blake, Bud—Tiger . . . KFS
 Blauvelt, Lea—Stamping Around The World . . . CNS
 Blinn, John—Cooking Cookbook . . . CTN
 Bliss, Roy—Just Nonsense . . . RLI
 Black, Sara & Katharine Fox—Life Is . . . SPS
 Block, Herbert L.—Herlock Editorial Cartoons . . . PHS
 Bloodgood, John D.—Your Home—Build and Improve . . . KFS
 Bollen, Roger—Animal Crackers . . . CTN
 Bollen, Rog—Catfish . . . CTN
 Bollen, Roger—Funnies . . . CTN
 Boltinoff, Henry & James Burnett—Nubbin . . . KFS
 Boltinoff, Henry—Stoker The Broker . . . WSS-MIL
 Bombek, Erma—At Wit's End . . . PHS-MIL
 Bonko, Larry—Dingbats . . . COA
 Bonsavage, Stephanie—Traveler's Clearing House . . . CF

Borelli, Alfred and Stephen Yoken—Those Crazy Pirates . . . AF
 Borgstedt, Doug & Jean—The Pet Set . . . BOR
 Borgstedt, Doug—Editorial Cartoons . . . CNS
 Borowiec, Andrew—Andrew Borowiec Writes . . . FRY
 Bottel, Helen—Helen Help Us! . . . KFS
 Bottel, Helen & Sue—Generation Rap . . . KFS
 Bowen, Chuck & Gwen—It's Love . . . UNP
 Bowen, Tom—The Tom Report . . . LAT
 Boyd & Wood—Editorial Cartoon . . . MGN
 Boyd & Wood—Editorial Strip Cartoon . . . MGN
 Boyd & Wood—Humorous Cartoon . . . MGN
 Brace, Irving A.—Camera College . . . BRA
 Brace, Irving A.—Let's Take Pictures . . . MIL
 Bracken, Bishop—Petunia . . . WSS
 Braden, Tom—The Tom Braden Report . . . LAT
 Bradford, Roger—Dooley's World . . . KFS
 Bradford, Barbara Taylor—Designing Woman . . . CTN
 Bradshaw, John—Gardening . . . TTS
 Braggiotti, Rama—Hector The Director . . . LED
 Braithwaite, Dennis—Dennis Braithwaite . . . TSS
 Brandon, Brumise, Jr.—Luther . . . LAT
 Brandt, Don—Easi-Bid . . . JTA
 Brannon, William T.—True Crimes and Mysteries Series . . . KFS
 Bransford, Audi—Just For Laughs . . . CEN
 Brase, Dave & Tim Simons—The Sports Time Machine . . . STI
 Bresciani, Andrea, Robert Raymond, Stuart Butler, Ph. D.—
 —Frontier of Science . . . LAT
 Brown, George—The Small Society . . . WSS-MIL
 Bridges, Herb—Shoe Biz . . . MGN
 Brooks, Alice—Needleratt Pattern Features . . . KFS
 Brooks, Dick—Jackson Twins . . . MCN
 Brooks Dorothea M.—Homes . . . UPI
 Brothers, Dr. Joyce—Ask Dr. Brothers . . . KFS
 Brouchecker, John—Funnies, The . . . AF
 Brown, Lincoln—On the Air With Lin . . . UNP
 Brown, Bessie—Soul Cookin' . . . WOI
 Brown, Bill & Casson, Mel—Mixed Singles . . . UFS
 Brown, Bob—Science For You . . . GFC
 Brown, David—Today's World . . . BRO
 Brown, Dudley A.—Animal Talk . . . ANI
 Brown, Ivor & Laurette—About Antiques . . . BRO
 Brown, Joseph—Midwest Column . . . CTN
 Brown, Murray—Travel Topics . . . UPI
 Brown, Vernon E.—It's Tough, But You Can Make It . . . CNS
 Browne, Dick—Hagar, The Horrible . . . KFS
 Browning, Norma Lee—Hollywood Today . . . CTN
 Bryant, G./Hall, G.—Bryant/Hall Travel . . . TSS
 Bryant, Mary—Points For Parents . . . KFS
 Buchwald, Art—Ruebush Column . . . KFS
 Buckley Jr., William F.—On The Right . . . WSS-KFS
 Buescher, Alfred J.—Buescher Editorial Cartoons . . . KFS
 Bunch, Ross E.—Gabe & Loli . . . CEN
 Bunch, Ross E.—The Chargers . . . CEN
 Buresch, Joe E.—Dinah Mite . . . JEB
 Buresch, Joe E.—Fletcher the 4-H'r . . . JEB
 Buresch, Joe E.—Outdoors Mini-Tips . . . JEB
 Buresch, Joe E.—The Kids . . . JEB
 Burge, Ethel—Peacock Alley . . . BUR
 Burge, Ethel—The Fashion Strip . . . BUR
 Burnett, James and Henry Burness, Tad—Auto Album . . . KFS
 Burns, Elena G.—Perma-Puzzle . . . BUN
 Burns, Elena G.—Torse Verse . . . BUN
 Burnett, Lee—Frasy World Column . . . UNP
 Burns, P. Paul's Parent Tips . . . RPS
 Burton, Bill—Envelopepedia of Sports . . . RPS
 Burros, Marian—Chef Marlan . . . WNS-UFS
 Burroughs, Ben—Sketches . . . GFC
 Burroughs, Edgar Rice—Tarzan . . . UFS
 Bushmiller, Ernie—Nancy . . . UFS
 Butcher, Pat—Pat Butcher's . . . CAP
 Butler, Ron—Passport To Everywhere . . . NPF
 Byrne, Robert T.—Chess Column . . . NYT

C

Cady, Ernest—Book Reviews . . . DF
 Caen, Herb—It's News To Me . . . CHR
 Cahill, Jerome—Capital Stuff . . . CTN
 Callahan, Rosellen—Tips For Trips . . . EES
 Callahan, Rosellen—Women's Way To Travel . . . EES
 Calenda, Tom—Walkin' Pedal . . . TFS
 Camp, Dalton—Dalton . . . TSS
 Camp-Kavanaugh-Fletcher—Bringing Up Father . . . KFS
 Campbell, Don G.—About Real Estate . . . RTS
 Campbell, Don G.—Mutual Funds . . . UFS
 Campbell, Don G.—Daily Investor . . . UFS
 Caniff, Milton—Steve Canyon . . . KFS-PHS
 Cannon, Jimmy—Sports . . . CNS
 Cannon, Poppy—Fast Gourmet . . . GFC
 Canavan, Lee—Church Humor . . . CTN
 Capps, Al—Lil Abner . . . CTN
 Capricorn—Your Life In The Stars . . . TTP
 Caras, Roner—Our Only World . . . RTS
 Caragas, Dr. Henry J., Dr. Richard Nikeson—Ego Quiz . . . UNP
 Carden, Charles E.—Daily Stock Market Chart . . . STO
 Carden, Charles E.—Sunday Stock Market Chart . . . STO
 Carden Charles E.—The Carden Report . . . UNP
 Caragas, Drs. Harry J. & Nickerson Richard—Ego Quiz . . . UNP
 Carlson, Harriet—Self Help-To Charm . . . HCP
 Carr, Lee—Off The Shelf . . . GFG
 Carrell, Al—Super Handymen . . . KFS
 Carroll, Les & Tom—Cooking—Our Boarding House . . . CNS
 Carroll, Regine—The Stage of Fashion . . . CEN
 Cassels, Louis—Of God and Man . . . UPI
 Cassini, Lynn & Liz Smith—Cassini Carousel . . . CF
 Carter, Lynn—Beauty at Home . . . WLG
 Carter, Don, Marion Ladewig—Bowling Tips . . . NNS
 Cartwright, Charles—Church Chuckles . . . CAR-SM
 Casaba, Alan—Bookings . . . UNP
 Caspe, Billy—Billy Caspe . . . NNS
 Causey—Federal Diary . . . LTWP
 Cavalli, Dick—Winthorn . . . NEA
 Cavanaugh, Dale—You're Sew Right . . . SPS
 Ceean—Astro Guide . . . CTN
 Ceaglio, Mrs. Gina—Your Hoscope Guide . . . CNS
 Chamberlain, John—These Days . . . KFS
 Chambers, Robert W.—Chambers . . . MIL

Chapin, Ansil B.—Travel On A Shoestring . . . CTN
 Chess, Stanley D.—Ask Dr. Bicycle . . . CTN
 Childress, James—Conchy . . . CHI
 Chisholm, Mary V.—Mary V. Chisholm . . . CTN
 Childs, Marquis—Washington Calling . . . UFS
 Christy, Marian—After a Fashion . . . UFS
 Church, Ruth Ellen—Wine Q. & A. . . CTN
 Church, Ruth Ellen—All About Wine . . . CTN
 Claire, Aileen—Food For Americans . . . NEA
 Clarke, Frank—Penguin Tips . . . GFC
 Clark, George—Hill Country Calling . . . GFC
 Clark, George—The Neighbors . . . CTN
 Clark, Frank—Country Parson . . . SM-RTS
 Clift, John—City Editor's Tip Service . . . GFC
 Close, Tom—Vee Wonders . . . WOR
 Coan, Nonnee—Small Fry Diary . . . COA
 Coan, Nonnee—Shredded Wit . . . COA
 Cob, Hurler—Newspaper Column . . . GFC
 Cobb, Ron—Cobb Editorial Cartoons . . . SAW
 Cochran, Negley, Ed. Sullivan—Out Our Way . . . NEA
 Coffin, Harold T.—The Needle . . . APN
 Coffman, Ramon—Uncle Ray's Column . . . PHS
 Cohen, Dian—Dian Cohen . . . TSS
 Cohen, Haskel—Jews In Sports . . . JTA
 Cohen, Worth—Newspaper Column . . . GFC
 Coleman, Lester, Dr.—Spoken-Of . . . KFS
 Coleman, Margo—Margo . . . PHS
 Collins, Thomas—Golden Years . . . GFC
 Collins, Beulah—Today's Chuckle . . . GFC
 Collins, Beulah—Weekend Chuckle . . . GFC
 Coltin, Wendell—It's Your Money . . . GFC
 Conrad, Neville—Scatations of Spots . . . GFC
 Conroy, Dora—Hill Country Calling . . . PHS
 Conrad, Paul—Conrad Editorial Cartoons . . . LAT
 Considine, B.—Prizewee . . . DWL
 Considine, Bob—On The Line . . . KFS
 Conwell, John—Mirror Of Your Mind . . . APN
 Cooper, Nina—Crossword Puzzles . . . KFS
 Copeland, Miles—Overview . . . KFS
 Corea, Gene—Frankly Feminist . . . NNS
 Corn, Ira G., Jr.—The Aces . . . UFS
 Corrick, Frank—What About Retirement . . . CNS
 Course, Marcia & Jack Millie—Amanda Panda . . . NEA
 Cox, Claire—Religion . . . CNS
 Craig, Eugene—Forever Female . . . DEF
 Craig, Eugene—Editorial Cartoons . . . DEF
 Crane, Polly—Polly's Pointers . . . NEA
 Cramer, Polly—Patterns & Polly's Pointers . . . NEA
 Crombie, Bill—Science Features . . . ESN
 Crane, Dr. George W.—The Worry Clinic . . . HPS
 Crane, Dr. George D.—The Worry Clinic . . . HPS
 Crane, Roy—Buz Sawyer . . . KFS
 Crawford, Bill—Editorial Cartoon . . . AND
 Creed, George—It's Your Landscape . . . PHS-MIL
 Crenshaw, George—Simpkins . . . CTN
 Criswell—Criswell Predicts . . . NEW
 Crockett, Gik—Crockett Editorial Cartoon . . . WSS
 Cromley, Ray—The Global View . . . NEA
 Cromley, Ray—Washington Column . . . ESN
 Cromley, William D.—Child Care . . . GFC
 Crooks, Bill, Jim Lawrence—Captain Easy . . . NEA
 Crosby, Joan—Crosby Column . . . EF
 Crosby, Joan, Dick Kleiner—TV Scout . . . EF
 Crosby, John—The John Crosby Column . . . LAT
 Crowley, R. J.—Horoscope . . . EDU
 Cuneo, Ernest—National Birding . . . NANA
 Curran, Joe—Junkies . . . PNP
 Curr-n, Dolores—On The Other Hand . . . NCP
 Curtis, Dr. Lindsay R.—For Women Only . . . RTS
 Curtis, Tom—Curtis Cartoons . . . CTN
 Cutler, Bob—The Steering Column . . . CUT

D

Dahna and Damon—Bark Back . . . CEN
 Dale, Fred—Gardening . . . TSS
 Daley, Joe & Larry Hurb—Ad Libs . . . GFC
 Dallis, Dr. N. P. & Harold Le Doux—Judge Parker . . . PHS
 Dallis, Dr. N. P.: Marvin Bradley and Frank . . . PHS
 Edgington—Ren Morgan, M.D. . . . CNS
 Daley, Dr. N. P. & W. J. Your Week Ahead . . . UFS
 Dana, Margaret—Before You Buy . . . UFS
 Dana, Margaret—Consumer's Question-Box . . . UFS
 Darcy Tom—Darcy Editorial Cartoon . . . LAT
 Daugherty, George—Just a Minute . . . CTN
 Davis, Jr., Robert—Travel Column . . . DAV
 Davis Jr., Sammy—One For The Road . . . NANA
 Davies, Stan—Baiting . . . TSS-NNS
 Davies, Stan—Shiping Tip . . . TSS-NNS
 Davies, Stan—Snowmobiling . . . TSS-NNS
 Davis, Norm—N-Vironment . . . NMI
 Davis, Norman M.—The Coin Box . . . NMI
 Davis, Pat & Marilyn—Strictly Personal . . . CNS
 DeCicco, Al—You Can Do It . . . CTN
 DeBarn, Betty—The Mini Page . . . HAT
 DeLafalle, Dina—Beauty . . . EPS
 DeLafalle, Dina—Fashions . . . EPS
 Demson, Edward J.—The Legal Way . . . CNS
 Denbush, Rudolf Van—Mutual Funds . . . KFS
 Denhoff, Alice—Fuss For Thought . . . KFS
 Dennis, Landt & Lisl—Travel Facts . . . PHS
 DeNiro, Robert—Cooking In Liberty . . . DEF
 Detjen, Gustav, Jr.—Wonderful World of Stamps, The . . . DEF
 Detjen, Gustav, Jr.—Philatelic News . . . DEF
 Dewar, Roy—J.J. . . RTS
 Dick, Cappy—Cappy Dick . . . PHS
 Dick Cappy—Young Hobby Club . . . PHS
 Dickson, Fred and John Prentice—Rih Kirby . . . KFS

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M

EDITOR & PUBLISHER for July 28, 19

Sheen, D. D., Ph.D., Most Reverend Fulton J.—	WSS
Bishop Sheen Writes	WSS
Sheerin, C.S.P., Rev. John—Sum and Substance	NCF
Sheerin, C.S.P., Rev. John B.—Sum and Substance	NCF
Sheffer, Eugene—Great Books Crossword Puzzle	KFS
Sheffer, Eugene—Crossword Puzzle with Cryptocups	KFS
Sheinmann, Eugene M.D.—Let's Stay Well	UFS
Sheinwald, Alfred—Sheinwald On Bridge	GFC
Shel, Mary K.—Affairs of State	CAP
Shelton, Patricia—Fashion Now	PHS
Shelton, Isabelle—Mirrors of Washington	NANA-UFS
Shepard, Gordon—Click	WOR
Shepard, Tim—One Angry Man	INO
Sheppard, Eugenia—Inside Fashions	PHS-MIL
Sheridan, Sarah Ann—Recipe	WSS
Sherman, Ted—Outer Site	MED
Sherman, George—Washington Close-Up	WSS
Sherrod, Jane—Be Your Own Sherlock Holmes	BPS
Sherrod, Jane—Famous Recipes	BPS
Sherrod, Jane—Children's Quizzes	BPS
Sherrod, Jane—Teenage Driving Tips	BPS
Shontz, Dr. Pat—Today's Economy and the Consumer	UNP
Shull, Richard K.—T.V. Time Answer Man	UFS
Shropshire, John H.—All About Horses	SHR
Shulsky, Sam—Investors' Guide	KFS
Shuttleworth, John—The Mother Earth News	RTS
Sibley, Celestine—Celestine Sibley	WNS
Sibley, Celestine—From News	WNS
Siegelman, Jim—The Presspasser	UNP
Silver, Rabbi Samuel—Silver Lining	SAF
Sims, Edward H.—Editorials	EDC
Sims, Edward H.—Ports of Call	EDC
Sims, Edward H.—News Report from Washington	EDC
Sims, Mrs. Hugo—In Fashion	EDC
Smilkins, James—Jung	CWF
Singer, Jane Sherrod—Mod—Sherlock Holmes	BPS
Singer, Jane Sherrod—Test Yourself	RPS
Singer, Kurt—Tales of the Unknown	BPS
Sinor, John—John Sinor Column	CNS
Skelsley, Alice—For Woman Who Work	CTN
Slack, Sam—Back Sports	BLP
Slarks, Ruth—Column	WNS
Siskel, Gene—Mini-Reviews	CTN
Slater, Charlotte—Things Your Mother Never Taught You	UNP
Sixta, George—Riters	PHS
Slavin, Herman—From Issues to Answers	CIT
Sledd, Bob—Bob Sledd	CEN
Sloan, Robin Adams—Gossip Column	STR
Sloane, Bob—Going Our Way	STR
Smiley, Bill—Smiley Column	ARG
Smiley, John—TV commentator	EDC
Smith, Al—Mutt & Jeff	MCN
Smith, Al—Cleopatra's Cut	MCN
Smith, Al—Life in The Suburbs	SM
Smith, Al—Rural Delivery	SM
Smith, Carlton—Personal Finance	NEA
Smith, Cecil—Cecil Smith Television Column	LAT
Smith, Cindy—Gardening For Fun	CRE
Smith, Cindy—Just Something Pretty	CPE
Smith, George, Mr. & Mrs.—The Smith Family	WSS-MIL
Smith, Jack—Of Smith and Men	LTWP
Smith, Kingsbury—Kingsbury Smith	PHS
Smith, Liz & Inor Cassini—Cassini Carousel	CF
Smith, M. H.—Better Filler Service	BFS
Smith, Dr. Richard—Shadow Mischief	UNP
Smith, Dr. William E.—Your Medicine Chest	WOR
Smolar, Boris—Between You & Me	JTA
Smythe, Reggie—Andy Capp	PHS-MIL
Sneyd, Doug—Doug Sneyd	TSS
Snyder, Jimmy—Jimmy The Greek	PHS
Snowolt, Otto—The Little King	KFS
Sokol, Saul—Insurance Adviser	DF
Sokoloff, Dave—Griff and the Unicorn	UNP
Stonstein, Bill—On Wines	SON
Southworth, June—Like It Is	YTP
Spadea—International Designer Patterns	SPS
Spadea—Personalized Design Patterns	SPS
Spadone, F. G.—Coin—Money Talk	SPA
Spadone, F. G.—Mint Errors Coin-Currency	SPA
Spear, Roger E.—Successful Investing	GFC
Spears, Jackie and Michael Fortuna—Penny Thoughts	AP
Spiegel, Marshall—Wheels	NPF
Spence, W. R., M.D.—Medi Quiz	PHS
Spilhaus, Althea—Gene Fawcett—Our New Age	PHS
Sprangell, Allen—The Unexplained	TTS
Stahl, Bill—From Bill Stahl's Camera	PIC
Stahl, Nancy—Jelly Side Down	UNP
Stansbury, Herb—Smart Charts	MED-LAT
Stansbury, Jeff & Edward Flatt—Our Environment	LAT
Stanley, Ray—Creative Mothering	LAT
Stanley, Ray—Creative Mothering	LAT
Star, Frederick J. M.D.—and Your Health	LAT
Starr, Frank—Tribune Perspective	CTN
Starr, Leonard—On Stage	CTN
Stayskal, Wayne—Stayskal Editorial Cartoons	CTN
Stees, John—Another View	PHS
Stees, John—The Resless	PHS
Steffins, Brian L.—Pop Rock Music	SPS
Stephanich, Jackie—Dee	SPS
Steiger, Brad—The Strange World of Brad Steiger	OTH
Steinroch, Dr. Peter J. M.D., F.A.C.P.—Stop Killing Yourself	MCN
Stephenson, Malvina and Vera Glasser—	UNP
Washington Offbeat	UNP
Stevens, Dr. Anita & John Sanford Harper—	CF
Frontiers of Medicine	CF
Stevens, Bob—Good Sam Recreational Vehicle Tips	TTS
Stevens, Mark—Small Business	UNP
Stevenson, Tom—Garden Column	LTWP
Stewart, Sam—Americans	CNS
Stiles, Chuck—Village Square	SM
Stirling, Moss—Moss Tips	RPS
Stockholm, Arne—Arne	RPS
Stokley, James—Starchart	ENR
Stone, C. Summer—With The People	UNP

Stoffel, Al; Ralph Heimdahl—Bugs Bunny	NEA
Stout, Rex—No Wonder	GFC-UFS
Strauss, Jack—That's The Law?	UFS-BM
Strauss—Second Income	CIT
Strout, Richard—TRB from Washington	NRF
Sugg, Sue—Stock Pot	CON
Sullivan, Ed and Negley Cochran—Out Our Way	NEA
Summers, William and Jim Joy—Thoughts of Man	CTN
Sussman, Aaron—My Name Is Aaron	CHR
Sutzy, Horace—Of All Places	PHS
Sutzy—Sutzy Says	CTN
Svensson, Robert—Coin Collector's Corner	KES
Swan, Paul—Truth	BPS
Swanson, George O.—The Flop Family	KFS
Suede, Paul—Sunday Laughs	BPS
Symmes, Cedric—Sparkshot Wisdom	WLG

T

Tabashio, Ken—Weekly Astrology	COM
Talbert & Mora—Bumper Sticker	MCN
Tandberg, Ron—Fred and others	UFS
Tatro, Pharm. D., David S.—Drugs and Your Health	MED
Taub, Sam—In A Ring-Side Seat	NEW
Taves, Isabella—Women Alone	RTS
Taylor, Anne—Live Within Income	PHS
Taylor, Henry J.—Henry J. Taylor	CNS
ter Horst, J. F.—Washington Report	NANA
Teresa, Vincent—My Life In The Mafia	DDS
Terry, Charles—National Commentary	NLI
Thaves, Bob—Frank and Ernest	NEA
Thatcher, George—Inspector Dayton	PF
Theroux, Albert—New York Today	NEW
Thesken, Joseph—Center Stage	PHS
Thimmesch, Nick—Nick Thimmesch	LAT
Thom, James A. C.—Computer Talk	CIT
Thomas, Bill—Man to Man	NPF
Thomas, Edward S.—Nature	DF
Thomas, Eff—Monthly Mention	MM
Thompson, Daniel V.—Foolmanship	THO
Thompson, Daniel V.—Garden Gossip	THO
Thompson, Harriet—Anagrams	UFS
Thompson, Ruth—Better Living Guide	DIC
Thorn, Hal—Job Jitters	CNS
Thornton, Robert F.—Nit Wit	THF
Thosteson, Dr. George C.—To Your Good Health	PHS
Tiagoff, Y. L.—Have You Met?	NPS
Tibbatts, Len—Cooking America's Style	NEA
Tiede, Tom—Tom Tiede News Features	UFS
Tieft, Jack—Amy	RTS
Tobe—Tobe On Fashions	MIL
Tobe—Tobe Says	PHS
Tobey, Carl Payne—This Week in Astrology	NEA
Tobin, Don—The Little Woman	KFS
Tobin, Len & John Line—Henry	RTS
Tog, W.—Dorothy's Brief	BPS
Trevino, Leo—Trevino Golf	RTS
Trexler, Pat—Pat's Pointers	PHS
Trinidad, Corky—Corky Editorial Cartoon	LAT
Trim, Hal—Trim's Arena	UNP
Trudeau, Garret B.—Doonesbury	UNP
Tully, Anne—Let's Talk	CNS
Tully, Anne—Carroll Fare	MCN
Tune, Buford—Dotty	PHS
Tuomey, Douglas—Homeowners' Money Savers	GFC
Turner, Dick—Carnival	NEA
Turner, Morrie—Wee Pals	KFS
Twohey, John and James Rosapepe—Twohey-Rosapepe Report	UNP

U

Uluschak, Edward—Uluschak	MIL
Umauf, Hana—That's A Good Idea	ESN
Unifas, Johnny & George Dintman—Champion Athlete	ESN
Unwin, James—Sandy	HPS

V

Valentine, Val—Signs of the Times	CTN
Van Buren, Abigail—Dear Abby	CTN
Van Delen, M.D., T. R.—How to Keep Well	CTN
Van de Linden, Frank—Frank Van de Linden	UFS
Vanderbilt, Amy—Amy Vanderbilt's Etiquette	LAT
Vanzetti, Don—Chateau & Briand	SPS
Varney, Cleaton—Your Family Decorator	AD
Vaughan, Bill—Senator Snapper	NANA
Vaughan, Bill—Vaughan at Large	UFS
Vega, Roger—Aladdin's Lamp	GFC
Vermer, Al—Priscilla's Pop	NEA
Victorian, Tony—Live It Up	WOR
Viorst, Milton—New Politics	WSS
Von, Gene—You Can Fix It	WLG

W

Wagner, Philio—Philip Wagner Column	WAG
Wakelief, Jeff—Jeff Wakelief	TTS
Walder, Frances—Horseshoes	MIL
Waldo, Myra—The World of Myra Waldo	NPF
Walker, Katherine B.—Indoor Gardening	PHS
Walker, Mort—Beetle Larvae	KFS
Walker, Mort and Dik Browne—Hi and Lols	KFS
Walker, Mort—Boner's Ark Addition	KFS
Walker, Sherman—Stars About	CNS
Walker, Sherman—Stars About	CNS
Walker, Warren—Bible Quiz	LAT
Walker, Warren—Crossword Puzzle	MGN
Walker, Warren—Fillers	MGN
Wallmeyer, Dick—Wallmeyer Editorial Cartoons	RTS
Walpole, Ellen—Ask Andy	CHR
Walsh, Robert—Walsh Time	ICS
Walton, Robert W.—A Time To Live	UNP
Wanstall, Ann—Cooking Clinic	TSS

Ward, Barbara—Progress of Peoples	TWA
Ward, Richard—Washington Date Line	TWA
Warner, Dennis—Warner, Dennis	TWA
Warren, L. D., L. D. Warren Editorial	MCN
Wasserman, John—The Rhythm Section	CHR
Watt, Douglas—Theatre Letter	CTN
Watts, John T.—Mainly For Seniors	CNS
Wayne, Bruce—Batman Hot Line	LED
Webb, Peter—Don't Ask Me Money	WNS
Web—Hotline to Hollywood	EXC
Web—Look Who's Talking	EXC
Webb, W. D.—Washington Business Management Report	MEC
Webb, W. D.—Business Book Report	MEC
Webb, W. D.—Virginia Report	MEC
Weber, Bob—Moose Miller	KFS
Weber, Dick—Down At Its Best	GFC
Webster, H. T.—Webster Cartoons	SM
Weiss, Julius—International Adventure Numismatic	WEI
Weiss, Julius—International Adventure Philatelic	WEI
Weiss, Julius—Stamp News From America	WEI
Weiss, Rube—Around Town	BLA
Weiss, Rube—Josh Billings Sez	BLA
Weiss, Rube—Live Fun!	BLA
Weiss, Rube—Have Fun!	BLA
Weiss, Rube—Hospital Quips!	BLA
Weiss, Rube—It's A Laugh	BLA
Weiss, Rube—Legal Laughs	BLA
Welis, Marion—Health's A-Poppin	CNS
Werner, Joe—Consumer Fraud—Don't Be Cheated!	WEB
Wesley, Hallie—Wesley At Its Best	LTW
West, Dick—Lighter Side	UPI
Westell, Anthony—Westell Report	TSS
Westley, John J.—On The Wire	DIS
Wetzel, Albert H.—Editorial Cartoons	WET
Wheeler, Laura—Needcraft Pattern Features	KFS
Whipple, W.—There Oughta Be A Law	UFS
White, Barbara—On One Facts	WNS
White, Barbara—Coin Counting	NIM
White, Barbara—The World of Coins	NIM
White, George—Travel News & Notes	FEA
White, Leo—Little People's Puzzle	UFS
White, William S.—William S. White	UFS
Whitestone, Bruce—Bruce Whitestone	DWL
Whiting, Jim—Whiting On The Wire	WNS
Whitlock, Jim—Wee Women	GFC
Whitman Roger C.—First Aid To The Ailing House	UFS
Wicks, Ben—Wicks Editorial Cartoon	LAT
Wicks, Ben—Ben Wicks	TTS
Wiegart, Jim—Capital Stuff	CTN
Wilder, Stella—Your Birthday	UFS
Willey, Hank's Ask the Cook	PHS
Wilkins, Emily—New, New, You	KFS
Wilkinson, Charlotte—Your Fashion Image	YOU
Williams, Curtis T.—Illustrated Religious Features	WIL
Williams, D. C.—Better English	WLG
Williams, Howard—Book Line	NPF
Williamson, Al and Archie Goodwin—Secret Agent	KFS
Willig, Porter—The Constitution	MSC
Willis, Gary—Outrider	UNP
Wilson, Earl—It Happened Last Night	PHS
Wilson, Ray—On Broadway	NEW
Wilson, Ray—Tips On Tables	NEW
Wilson, Ray—Today In New York	NEW
Wilson, Richard—Interpretive Report	RPS
Winick, Dick—Hubert	KFS
Winch, Beth—Ask Beth	LAT
Wirth, Cliff—The Home Team	CEF
Wiseman, Al—Grace and Looie	AIT
Wiseman, Al—Chame Leon	AIT
Wohl, Jack—Pickles	UFS
Wolf, Eric—Editorial Cartoon	NCF
Wolfe, George—Pop	SM
Wolfe, George—Citizen George	SM
Wolston, Jack—Boating	UPI
Wood & Rove—Editorial Cartoon	MGN
Wood & Rove—Editorial Strip Cartoon	MGN
Wood & Rove—Humorous Cartoon	MGN
Wood, Gus—Church Pace Feature	CNS
Woodward, James M.—Open House	MCN
Woodman D. K.—Memo to Caesar	HPS
Wright, Dick—Caricature Service	LAT
Wright, Dick, Stan Davis—Party Politics	LAT
Wright, Don—Wright Editorial Cartoon	WSS
Wright, Doug—Doug Wright	ARG-MIL
Wyden, Barbara W.—Today's Parent	NYT
Wykert, John—Insight	NANA
Wyse, Lois—A Day of Love	WSS

Y

Yarborough, Charles—Wheels	WSS
Yarman, Rette—Family Finance	WNS-UFS
Yates, Bill—Professor Phumble	KFS
Yokum, Robert—Another Look	LAT
Yoder, Dorothy—World Religious News	INR
Yoder, Dorothy—Do You Know	INR
Yoder, Dorothy—Our Precher Says	INR
Yoder, Dorothy—Wit and Wisdom	INR
Yoder, Dorothy—Sermonograms	INR
Yoder, Dorothy—The Church Invites You	INR
Yoder, Dorothy—The Better Way	INR
Yoder, Dorothy—Church Forum	INR
Yoder, Dorothy—A Happy Home	INR
Yoes, Ralph—Editorial Cartoons	CNS
Yoken, Stephen and Alfred Borelli—Those Crazy Pirates	AF
Yost, Charles W.—Yost Column	FRY
Young, Dean and Jim Raymond—Blondie	KFS
Young, Dick—Young Ideas	CTN
Young, James R.—Tim Tyler's Luck	KFS
Youna, Masco—Black Variety	MVP
Youngman, Henry—One Liners	COA

Z

Zahn, Bob—Big's Business	CEN
Zink, Lubor J.—Zink	TTS
Zschiesche, Robert D.—Zschiesche's Editorial Cartoons	KFS

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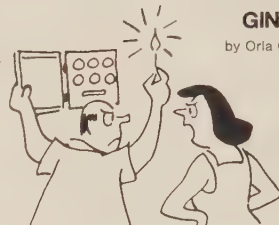
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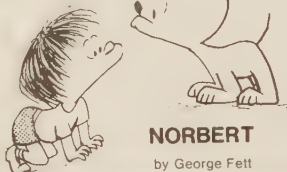
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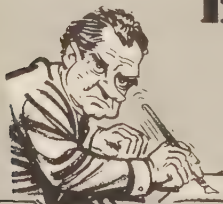
by Marv Myers



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by George Felt

EDITORIAL CARTOONS



ART POINIER



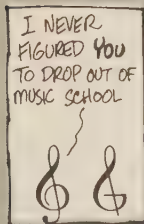
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WHERE IN THE WORLD...?



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LITTLE PEOPLE'S PUZZLE

by Leo White

Circulation

By Gerald B. Healey

Gasoline shortage advice

Gasoline consumption in the face of shortages has circulation managers riding herd on drivers who aren't paying attention.

During an over 200,000 circulation round table session at the recent International Circulation Managers Association conference in Milwaukee, Wis. the question of gas shortage came up and several attendees remarked about methods of guarding against further short supply.

One manager wrote to drivers about conservation and posted notices at the areas where truckers wait for papers. The advice was to see that motors are tuned more frequently, shut off engines while standing, and slower speeds.

Personnel using company automobiles (not deliverers) were told to purchase gasoline supplies elsewhere.

Most circulators believed they will face further cutbacks before the situation flattens out or gets better and said they were keeping a sharp lookout regarding consumption.

* * *

Five years ago the *New York Daily News* had many a headache with newspaper thieves, many of them consistent offenders. Now, with a security staff of five people, according to William A. Carey, a lot of the pilfering has stopped.

Cessation came when judges started giving out 90-day sentences for those found stealing papers. In addition, the fulltime security staff has developed good relationships with the teamsters, going to the extent of arranging breakfasts with them. The drivers understand the problems now and have desisted.

Carey said newspaper thefts were costing the *News* \$800,000 a year in paper and ink losses. This was figured on the basis of a 25-cent loss on each Sunday paper stolen and six cents on the daily.

* * *

Rack sales discussed

Alan T. Wolcott had some points to make about rack sales at the ICMA sessions. The Audit Bureau of Circulation president noted suggestions that ABC modify its present practice of auditing copies of newspapers sold through vending machines or honor boxes.

He conceded that this continues to be one of the most difficult portions of any newspaper audit. Based on views expressed by managers, the Newspaper Committee of the ABC board has been discussing a recommendation for a modification of present practices.

Leftover and unsold copies also were discussed at the conference. Of this, Wolcott said ABC auditors have encountered situations in which the leftover factor has

amounted to as much as 25 per cent on non-returnable dealers. Consequently, the auditors were instructed to either personally determine or have the publisher's personnel determine the number of leftovers whenever a publication operates on a limited or non-returnable policy.

It would appear to be in the best interests of all concerned for the ABC to make sure all audits are uniform and to report deductions for leftover and unsold copies whenever found.

What circulation departments want is some sort of guidelines in this respect and circulation managers should get into the complaining mood more often, it was agreed at conference round tables.

* * *

Debate holds stage

While Andrew W. Smith, assistant circulation director, *Birmingham (Ala.) News & Post-Herald* contended independent franchising is the only way to distribute newspapers, Stan Hancock of *Polak's* was calling out the good things about the salaried, non-union, full-time district manager. The resulting debate got everyone stirred up to a high pitch.

Smith insisted the dealer has more interest in the company because it directly affects his pocketbook. He even has more interest in the editorial department, making sure that the newspaper content is good and he receives his papers on time.

Hancock would have none of that. He said managers and their district men

(Continued on page 22)

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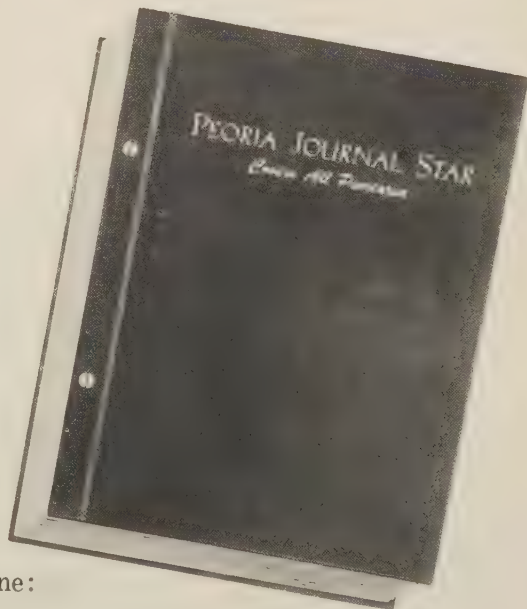
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DENNIS ROCKSTROTH, city editor of the *Santa Paula* (Calif.) *Daily Chronicle*, has joined the staff of the *San Jose* (Calif.) *Mercury and News* as an urban affairs writer.

LLOYD MACKEY, former reporter for the *New Westminster* (B.C.) *Columbian*—appointed news editor of the *Toronto United Church Observer*.

ROBERT H. AKERMAN, former associate editor of the *Jacksonville Florida Times-Union*—has joined the staff of the *Atlanta Journal* as an editorial associate.

ROBERT J. BLACKMON, former writer for the *Denton* (Tex.) *Record-Chronicle*, was named promotion director for the *Pensacola* (Fla.) *News-Journal*.

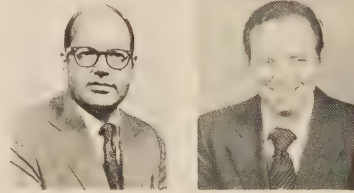
CHERYL REXFORD, former *Phoenix* (Ariz.) *Republic* reporter—named media relations specialist in the public relations department of Good Samaritan Hospital, Phoenix.

MARIE RYCKMAN, former food editor at the *Dayton* (Ohio) *Journal-Herald*—appointed food editor of the *Cincinnati Enquirer*.

WALLACE COWEN, publisher of the *Independence* (Ore.) *Enterprise-Herald*—elected president of the Oregon Newspaper Publishers Association for 1973-74.

FREDERICK C. WEISS, JR., who served as vicepresident and eastern regional sales manager of Pacific Outdoor Advertising Co. and as vicepresident and director of media relations and planning for Young & Rubicam-Detroit—has joined Knight Advertising Sales, Inc., New York City, the national sales organization for Knight Newspapers, as sales development manager.

BARBARA R. MILZ, former reporter for the *Honolulu Advertiser*, was named director of public relations of the Hawaiian Sugar Planters' Association in Honolulu.



Pritchatt

Wilson

VAN PRITCHARTT, JR., city editor of the *Memphis* (Tenn.) *Press-Scimitar*, was promoted to assistant managing editor; RAY WILSON, night city editor, succeeds Van Pritchatt as city editor.

JERRY T. KENNEDY, formerly associated with newspaper groups in the greater Chicago area—named retail advertising manager of the *Shades Valley* (Ala.) *Sun Newspapers*.

DAN DORFMAN, who has written the "Heard on the Street" column for the *Wall Street Journal*, joined the *Wall Street Letter* staff as senior editor.

BROOKS JOHNSON, downtown core retail salesman with additional responsibilities in general advertising for the *Champaign-Urbana* (Ill.) *Courier*, has joined the International Newspaper Advertising Executives, Danville, Ill., as administrative assistant; K. DAVID FOSTER, staff member of the INAE and former editor of the *Hoopeston* (Ill.) *Chronicle-Herald*, was named member services assistant for INAE.

JOHN B. LUNSFORD, managing editor of the *Dover* (Del.) *State News*, was appointed publisher of the *Charlotte County* (Fla.) *Record*; GARY E. HINDS, editor of the *Edmond* (Okla.) *Sun-Booster*, named news editor of the *Dover State News*; RON STEVENS, sports editor, named copy desk chief of the *News*.

PHILIP LANGDON, a former reporter for the *Harrisburg* (Pa.) *Patriot*, has joined the reporting staff of the *Buffalo* (N.Y.) *Evening News*.

ROBERT W. CHAMBERS, publisher of the *Athens* (Ga.) *Banner-Herald* and the *Daily News*—elected president of the Georgia Associated Press.

PHIL BERKEBILE, a former editor at the *Abilene* (Kans.) *Reflector-Chronicle*, will be the new Nebraska Press Association-Nebraska Press Advertising Service secretary-manager effective August 15.

V. VICK PERRIN, state circulation manager for the defunct *Newark Evening News*—named promotion manager for *Ridgewood Newspapers*, *Ridgewood*, New Jersey.

PATRICK J. KILEN, manager of the UPI Manila, Philippines bureau, was appointed manager of the UPI Chicago bureau, succeeding ROBERT BENJAMIN, now a regional executive with headquarters in Pittsburgh.

JUDY BOOZ, a member of the *Vernon* (Conn.) *Journal Inquirer* desk staff, was appointed wire editor; PAULA KOWAL, who covered South Windsor, Conn., has joined the family section; PAULETTE THIBODEAU, who was with the Willimantic bureau of the *Hartford* (Conn.) *Courant*, succeeds Kowal at South Windsor; PETER HAYDEN, a staff member of the Boston bureau of the *New York Times*, has joined the *Journal Inquirer* as a reporter.

JON HEAD, news editor of the *Madras* (Ore.) *Pioneer*—named advertising manager for Pacific Power & Light Co., Portland.

The following staff changes were recently made at the *Morristown* (N.J.) *Morris County's Daily and Sunday Record*: JACK CENTER, advertising manager, was named a vicepresident but will continue in his present capacity; DANIEL VAN WINKLE, classified advertising manager, was promoted to circulation manager; CHRISTINE O'ROURKE, management secretary, and assistant secretary-treasurer of the firm, succeeds Van Winkle as CAM; RAYMOND DEGRAU, scholastic sports editor of the defunct *Newark News*, was named sports editor at the *Daily Record*, succeeding JOHN BOLAND, who has become the company's first management trainee; RONALD CHAPMAN, copy editor, named night editor.

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in the news

NICK WHITLATCH, retail advertising manager of the *Walnut Creek* (Calif.) *Contra Costa Times*, was promoted to advertising director; WILLIAM H. HEXNER, national and regional sales director for Leshner Newspapers, Walnut Creek, Calif., succeeds Whitchatch as retail advertising manager.

DONALD E. REILLY, former *Ventura* (Calif.) *Star-Free Press* court house reporter—appointed deputy managing editor of the U.S. Information Agency's press service, Washington, D.C.

JERRY GOLDBERG, who has been working as a political public relations man for the past four years, was named city editor of the *Los Angeles Free Press*.

ROSS CARLETTA JR., news editor of the *Corvallis* (Ore.) *Gazette-Times*—was appointed assistant city editor of the *Pompano Beach* (Fla.) *Sun-Sentinel*; RICK ROBB, a member of the sports staff at the *Sun-Sentinel*, was appointed assistant sports editor.

JERRY FOSTER, reporter and sports editor for the *Ontario* (Ore.) *Daily Argus-Observer*—named news editor of the *LaGrande* (Ore.) *Observer*, succeeding TIM MARSH, who has taken an information position with Whitman College, Walla Walla, Wash.



Fradenburgh



Wood

DONALD C. FRADENBURGH, regional editor of the *Rochester* (N.Y.) *Times-Union* and *Rochester Democrat & Chronicle*—appointed managing editor of the *Utica* (N.Y.) *Daily Press*; THOMAS J. TROTTER, ty editor of the *Daily Press*—appointed ty editor of the *Binghamton* (N.Y.) *sun-Bulletin*.

CRAIG H. WOOD, formerly with the corporate public relations department of the General Electric Co., was named assistant public relations director of Parade Publications, Inc., New York City.

Roth appointed

Ralph S. Roth was appointed National Production Director of Ridder Publications, Inc., succeeding A. E. (Al) Rosene, who has joined NAPP Systems (USA) Inc., San Diego, Calif., as a customer production consultant. Rosene, who retired from Ridder on Dec. 31, 1972, will serve as a Ridder consultant until Dec. 31, 1973.

DITOR & PUBLISHER for July 28, 1973

TOM STUNDZA, a reporter for the *Gary* (Ind.) *Post-Tribune*, was named the 1973 recipient of the National Honor Roll award for environmental reporting by the Izaak Walton League of America.

J. WILLIAM HEASLEY, circulation manager of the *Macomb* (Mich.) *Daily*, was appointed general manager of Northwood Communications Corp., Warwick, N.Y., publisher of the four Advertiser Photo News newspapers serving southern Orange County, N.Y. and Sussex County, N.J.

THOMAS CULLEN, of Western Dailies, San Francisco, Calif. was elected president of the San Francisco Chapter of the American Association of Newspaper Representatives.

ROBERT E. TUSHINGHAM was appointed manager of the New York office of the *Toronto Globe and Mail*, and will be responsible for national and travel advertising for the regular *Globe and Mail* and business and financial advertising for the *Globe and Mail* Report on Business.

CHARLES G. SMITH, JR., city editor of the *Jackson* (Miss.) *Clarion-Ledger*, was named day news editor, and BILLY SKELTON, city hall and education reporter, was named night news editor, following the retirement of PURSER HEWITT, executive editor of the *Clarion-Ledger*.

WILLIAM L. SULLIVAN, JR., former manager of news service for the Association of American Railroads, Washington, D.C., named director of the news bureau, American Bankers Association, Washington, D.C.

JUNE HICKS, garden editor of the *Detroit News*, named winner of the American Association of Nurserymen's 1973 Garden Writers Award for "outstanding garden writing contributing to the public's better understanding of the value of plants and gardening."

PAULA ALEXANDER, who was a staff member of the news department at radio station WSM, Nashville, Tenn., has joined the *Nashville Banner* as a general assignments reporter.

John A. Park, Jr.

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GUY RYAN, travel editor of the *San Diego Evening Tribune* has retired after nearly 30 years with the newspaper and will assume new duties as editor of the *Carlsbad* (Calif.) *Journal*, succeeding FRED GATES, named managing editor of the *Carlsbad* (Calif.) *Observer*.

MITZI BOOTZIN, senior editor in charge of production for Pioneer Press Inc., Wilmette, Ill., which publishes 17 newspapers in the west and north suburbs of Chicago, was named associate editor; ALLAN J. PILGER, managing editor of *Elm Leaves*, named executive editor of Pioneer's west group newspapers; ANN MARIE CONNOLLY, was appointed special sections editor for all 17 newspapers.



Miller



Nanney

HERBERT E. MILLER, classified advertising manager of the *Johnson City* (Tenn.) *Press-Chronicle*—was appointed to the newly-created position of advertising sales manager.

FRANK L. NANNEY, JR., editor and co-publisher of the *South Hill* (Va.) *Enterprise*—elected president of the Virginia Press Association.

REV. KENNETH J. DOYLE, associate editor of the *Albany* (N.Y.) *Evangelist*—appointed editor, succeeding REV. WILLIAM F. JILLISKY, who has been appointed to the pastorate of St. Madeleine Sophie parish, Gunderland; HELEN M. FAGAN, who serves as layout editor, and feature-page editor, in addition to coordinating the book page and the entertainment section of the paper, was named an assistant editor; JAMES BREIG, staff writer for the *Evangelist*, was also named an assistant editor.

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Walker Stone awards

The Walker Stone Awards, a new competition open to newspapermen and women in the field of editorial writing, was announced by Matt Meyer, president of the Scripps-Howard Foundation, sponsor of the awards.

They consist of a first prize of \$1000 and a certificate, and a honorable mention prize of \$500.

Yardstick for judging will be the effectiveness of the editorials as measured by results, and work must have been published in a U. S. newspaper in 1973.

The awards are named for the late editor-in-chief of Scripps-Howard Newspapers and president of The Scripps-Howard Foundation. Judging will be by a panel selected and supervised by the School of Journalism of Oklahoma State University, Mr. Stone's alma mater.

Entries should be submitted to the Walker Stone Awards, Scripps-Howard Foundation, 200 Park Avenue, New York, N. Y. 10017, and postmarked no later than February 1, 1974.

Dog-gone good friend

Bargain hunters shopping for buys in the *New Orleans States-Item* July 18 found an obituary for John Schwegmann's dog. The obituary, which appeared between sale prices on round steak and wine in a supermarket ad, described the dog as "a good mother, excellent watchdog, and faithful friend."

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New titles

Gabriel Gilbert, president and publisher of Le Soleil Ltd., Quebec, which publishes the French-language daily *Le Soleil*, has been named chairman of the company. Gilbert, 45, president of the Canadian Press, remains publisher and is responsible for editorial and news policy.

Guy Gilbert, 43, his brother, who was vicepresident and assistant general manager, becomes president and general manager in charge of operations. Paul A. Audet becomes vicepresident and continues as advertising director.

Lenora Williamson wins NPPA award

Lenora Williamson, an associate editor and columnist for Editor & Publisher was honored by the National Press Photographers Association during the Sprague Awards banquet in Hot Springs, Arkansas, for her efforts in bringing to the attention of the news media the importance of improving news photography and the use of pictures in newspapers. Jack Bradley, Peoria (Ill.) *Journal-Star*, retiring president, awarded one of the President's Medals usually reserved for association members, to Miss Williamson for her interests and support of NPPA programs.

U.S. correspondent expelled by Saigon

Jacques Leslie, a correspondent for the *Los Angeles Times*, has been ordered by the government to leave South Vietnam.

Leslie said he had been given no explanation, but that he believed his difficulties with the government of President Thieu began after the cease-fire, when he became the first American correspondent to visit a Vietcong-controlled village.

Leslie had reportedly angered the government with stories on corruption, mistreatment of political prisoners, and misbehavior of Saigon troops.

Guild pact supports newsman's privilege

The new contract ratified June 23 between the Guild and *Baltimore Sun* contains a clause on privilege against disclosure and authentication.

The clause states that "when a requirement for disclosure of information, notes, documents, films, or other materials, of the source thereof is made upon an employee by a federal, state, or municipal court, grand jury, agency, department, commission or legislative body, such employee shall notify the publisher or, if such a requirement is made upon the publisher, the publisher shall notify the employee."

The agreement further states that "following such notification, publisher's counsel will be consulted, and if counsel's advice is followed, the employee shall not suffer any loss of pay or other benefits and shall be made whole to the extent permitted by law against fines or damages by any final judgment or decision in the action."

"If the employee elects not to follow counsel's advice, he shall suffer no loss of pay or other benefits as a result of adverse legal action. An employee whose identifiable work or person is challenged in a letter to the editor shall be informed of such letter before it is published."

Circulation

(Continued from page 19)

must face the fact that the sales effort takes endless repetition. The franchise system does not remotely meet the striving for sincerity of purpose and the desire by a district manager for self improvement and personal advancement.

That is why the salaried system is superior to the franchise system, in Hancock's opinion. He believes the franchised man is unwilling, in the main, to commit himself to maximum effort.

Smith countered with the claim that the franchised dealer is closer to the carrier, helps with promotion and gives better service, and there the matter stands.

* * *

Awards for the worthy

The ICMA President's Award went to Michael S. Mander, advertising and marketing director of the *London (England) Times* and Joseph F. Yauch, assistant to the publisher, *St. Petersburg (Fla.) Times & Independent*, and formerly circulation director.

Mander's was for sacrificing for the "sake of service everlasting" and for promoting the worth of ICMA on all continents in his travels introducing American circulation methods abroad and encouraging Americans to study overseas techniques.

Yauch was honored for developing the finest carrier organizations in America and sharing his experiences with all who inquired.

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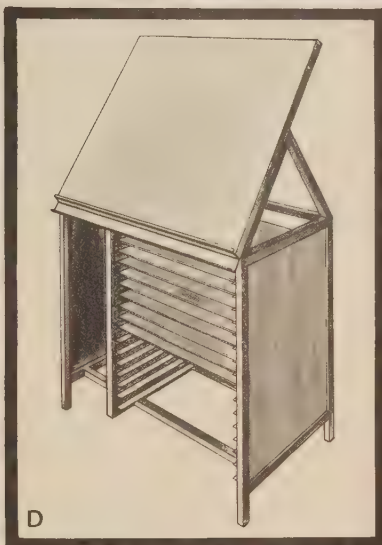
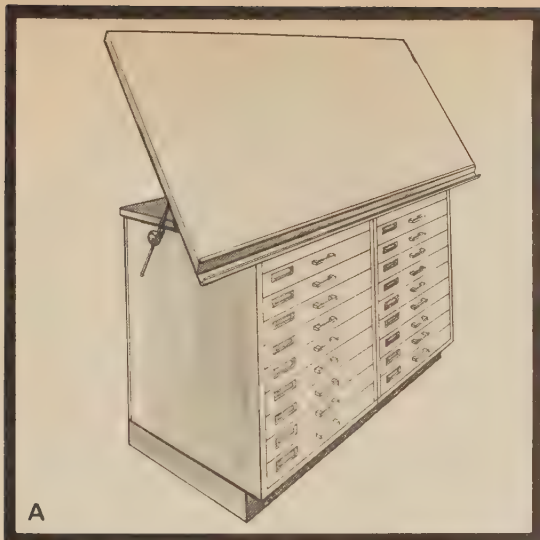
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Washington bureau By Luther A. Huston

GANNETT NEWS SERVICE

Gannett Newspapers Washington Bureau serves 53 newspapers, at latest count, from Burlington, Vermont to Guam. Its twelve-man staff provides a news report that averages 8,000 words a day and may include stories on the fuel oil situation, of interest to New England; on land use, of interest to Boise, Idaho; or on strip mining, of interest to the two papers in West Virginia; and the Watergate, of interest to everybody.

Reporters in the bureau do not work for a single newspaper in the group but all of them keep an eye out for any news that might interest any newspaper or group of papers in the sixteen states wherein Gannett owns papers. The bureau's "game plan" is not to duplicate spot coverage afforded by the news services, but to give special coverage on major national stories, analytical and interpretive, designed to give readers a comprehensive but not confusing picture of what is going on in Washington.

Although the staff doesn't boast investigative reporters as such, it sometimes digs up exclusive angles on things like the Watergate while watching day-to-day developments.

Five of the seven members of the Ervin subcommittee probing the Watergate are from states where Gannett has papers. Two Gannett staffers cover the Watergate hearings and one of them, Don Campbell, gives special attention to what they say and do. Jack W. Germond, chief of the Washington bureau, analyzes the hearings and does color stories.

Two writers on politics

Germond, who has headed the bureau since 1969, also writes about politics, regional or national, as does Peter Behr, assigned to the White House. Behr also is the bureau's economics specialist.

Four men are assigned to Congress. Campbell specializes in tax reform, John E. Simonds watches labor legislation, Jer-



CHIEF OF GANNETT Washington bureau Jack Germond goes to work on a story. (Photo by U.S. News Service Photos).

ry Moskel keeps up with what is going on in the area of farm and John Omicinski serves as sort of a swing man, doing single articles and series on special subjects. A responsibility of the Congressional staff, of course, is to keep in touch with Congressmen from the areas where Gannett has papers and, with sixteen states, some with large delegations, to keep track of, they are kept busy.

William M. Ringle covers the Supreme Court and general assignments, like organized crime and President Nixon's trip to Peking. At the court he covers orders and decisions of interest to a particular paper, filing direct, and this sometimes means that, in addition to an interpretive story on such decisions as the recent obscenity cases, he produces a batch of items for single papers in the Gannett chain. On busy days at the high court he is a busy man.

Other beats

Lee Hickling has a wide ranging beat which includes science, space and some regulatory agencies and Carol Richards does general assignments and specializes in educational news.

Two columnists write from the bureau. The best known is Jack Bell, who came to Gannett from the Associated Press some years ago, and writes three columns a week on national and international issues. The extent to which the bureau

utilizes all of its manpower is shown by the fact that Marion Martin, who is office manager, also writes a weekly consumer column.

Except for the occasional item filed direct to a single newspaper, the Washington bureau's news report goes to Rochester, home office of the chain, on a Scana-tron fax machine. From Rochester, the bureau's copy is distributed to the papers over a 24-hour TTS circuit. Editors in Rochester select the Washington stories that are sent on the wire.

The Washington bureau was opened in 1942 and has operated since then from offices in the National Press Building. Before Germond, the bureau chiefs were Cecil Dickson, A. Vernon Croop, Paul Martin and Robert W. Lucas. The policy is to promote men from Gannett papers to the bureau.

Considering the nature and extent of its journalistic responsibilities, the Gannett News Service, the official name of the bureau, probably covers a broader field and serves more papers than any other in Washington, with the exception of the wire services, and does it with a smaller staff.

EEOC charges paper, tv station with bias

The Equal Employment Opportunity Commission has filed lawsuits against a newspaper and tv station charging them with discrimination against minorities and women.

The EEOC, in one suit, charges the Seattle (Wash.) *Post Intelligencer* with discriminating against women with regard to pregnancy and restricting hours of work, and against minorities in pre-employment application procedures and in admission to apprenticeship programs. The suit also asserts that the paper discriminates against these groups by denying them lounges and rest periods.

The other suit charged station WREC-TV in Memphis, Tenn., with discriminatory hiring practices and maintaining job departments and classifications based on race and sex. The station is owned by a New York Times Co. subsidiary.

The suits, filed in federal district courts in Memphis and Seattle, seek back pay, elimination of discriminatory practices, and affirmative action programs to insure equal job opportunity.

In Seattle, Dan Starr, publisher of the Seattle paper, said some of the practices his newspaper had been charged with were in compliance with Washington state employment guidelines. He did not specify which ones. "There's a conflict here between state and federal law," he said, "Some kind of clarification is necessary."

The Seattle suit also names the Seattle Newspaper Publisher Association, Local 82 of the Pacific Northwest Newspaper Guild, and Local 202 of the Seattle ITU, all of which represent the paper or its employees under collective bargaining agreements that might be affected by the complaint.

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Lofton, GOP Monday editor, to be syndicated columnist

With one ear to the Watergate hearings and one ear to *Editor & Publisher's* telephone inquiry, John D. Lofton Jr., editor of the Republican National Committee's *Monday* and *First Monday* publications, talked about plans to become a three-a-week syndicated columnist for United Feature Syndicate beginning September 1.

The 32-year-old editor, who went to *Monday* when its circulation was about 1,000 in August of 1970, estimates circulation at around 150,000 now, with publication cut to once a month recently because of finances.

Lofton anticipates the new column as "totally unpredictable"—sometimes it may be a mini-interview, a book review, or about the media, which he says, does not indulge in enough self-criticism.

He prefers research, rather than opinion writing. The Lofton technique and information gleaned through addiction to tapping and filing news stories, letters-to-the-editor, etc., made *Monday* lively and ten controversial readings in Washington and elsewhere.

Asked if an earlier interview note that he had met President Nixon only once at a Sunday church service still holds, Lofton says he went to the White House POW reception—so the answer is he has met the president twice.

He adds, however, that he has *never* met Alderman or Ehrlichman.

A native of Orlando, Lofton and his family live in Maryland. Washington will be home base when the column starts. He has two sons and a daughter, all under 10. Lofton Sr., an attorney, works for the Department of Housing and Urban Development in Washington.

Almanac production head changes at NEA

Al Aumuller, associate editor of The World Almanac and based in the Newspaper Enterprise Association's New York headquarters, will retire at the end of this month after a half century in news photography and editorial and production work.

Both Aumuller and Vincent P. Bannan, who will succeed him as production manager August 1, worked in several capacities at the *New York World-Telegram*, where he has been the almanac's business manager.

Aumuller's news career began in 1922 with the Pacific & Atlantic Photos with a copy job, and his first published photo was taken during the Lindbergh parade. He went to the *New York Evening Journal* in 1926 and ten years later to the *World-Telegram & Sun*. After holding several positions including that of administrative assistant to executive editor Lee Wood, Aumuller was promoted to photo editor in 1940. He plans to continue teaching press photography at New York University, as he has since 1941.

Lofton and "Monday" frequently made news controversies during his three years with the GOP. His newsletter writing was variously characterized as tart, jugular, gutsy, calculatedly outrageous, slashing—and also "non-establishment, new journalism".

A clerk at the Library of Congress, Lofton subsequently went to Burlington, Vermont, to edit William Loeb's *Vermont Sunday News* and then to being news editor of the twice-weekly *Coral Gables Times* before going back to Washington to work for the Republican Congressional Committee for two and one half years immediately prior to the Monday assignment.

'Badge Guys' last, dropped by NEA

"The Badge Guys", a comic strip launched two years ago by Newspaper Enterprise Association, is being dropped from the association's comics roster effective July 28 because the strip was the lowest rated in a comics usage survey among client editors.

The strip was created by writer-photographer Ted Schwarz of Cleveland and at the time was "dedicated to the proposition that all policemen are human beings" (E & P, August 8, 1971). Associated with Schwarz in production of the strip has been artist Chuck Bowen.

The survey revealed "The Born Loser" by Art Sansom as the most widely used strip in the NEA family, with "Alley Oop" by Dave Graue, second.

Absolute privilege is law in Delaware

A bill giving newsmen absolute privilege to refuse to name their sources in any judicial or investigative proceedings has been signed by Delaware governor Sherman W. Tribbitt.

Governor Tribbitt, provided an interpretation of the measure by his legal counsel, signed it July 9. The bill had been drafted by members of the National Conference of Commissioners on Uniform Laws.

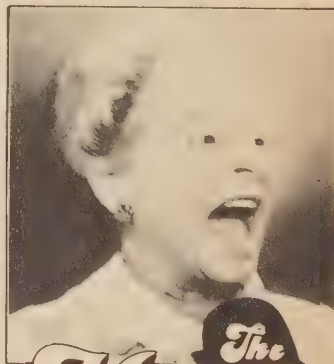
Agency life series

The Chicago Tribune-New York News Syndicate is offering a five-part series of excerpts from Edward Buxton's book on the advertising business, "Promise Them Anything." The excerpts, for release August 5, include installments on the "new breed" on Madison Avenue, the mistakes companies make, sexism, and financial facts of agency life.

An exciting new book
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Martha Mitchell
from Pine Bluff,
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Martha Mitchell



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by Charles Ashman
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at KPLR-TV, St. Louis)

and
Sheldon Engelmayer

Available in six parts from
UNITED FEATURE SYNDICATE

220 East 42 Street, New York, N. Y. 10017
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Ad outlook

(Continued from page 14)

decisions made 2-3 months before the ad runs? Yes—Kaiser, Flakne, McGlade; No—Byrne.

Will you be increasing your use of national advertising? Yes—Kaiser, Flakne, McGlade; No comment—Byrne.

Will your use of preprints increase? Yes—Kaiser, Byrne, McGlade; No—Flakne.

Is direct mail (for retail) likely to play a larger role in your efforts? Yes—Kaiser, Flakne; No—McGlade, Byrne.

Do you find color in newspaper works well? 4 Yes.

Kaiser remarked that while it will use color ads if money is available to support a merchandising effort, its ad management has a difference of opinion over whether a large black-and-white ad is as effective as a medium size color ad. Personally, he said he leans towards a larger b&w ad.

Would you like to see complete local lineage information on competition? 4 Yes.

Are weekly paid or unpaid suburban papers a good ad medium? 4 Yes.

Would you like more research on your share of market and on your customers? 4 Yes.

Does your recall or sales results show that position in a paper is really important? 4 Yes.

Do you see more inter-store coordination in advertising preparation and timing? Yes—McGlade Kaiser, Byrne; No—Flakne.

Correction

A story in E&P July 14, page 7, erroneously reported expenditures of state and federal funds for public assistance in Pennsylvania amounted to about \$1 million. The actual figure is \$1 billion.

UPI is extending electronic editing to all bureaus

United Press International, after three years of electronic editing in New York, Washington and Chicago, is extending the process to all 100 of its United States news bureaus.

Roderick W. Beaton, president of UPI, and Richard B. Tullis, chairman of Harris-Intertype Corporation, announced that the wire service has placed a \$2,831,400 order with Harris for computerized editing devices to be installed across the country next year.

The contract calls for Harris to build and install 50° editing terminals and 200 video typewriters. Reporters can type copy on both machines with no paper to insert.

The video devices provide an "editorial interface" with UPI's Information Storage and Retrieval System (E&P, July 21, whose heart is two Univac series 70/6 in New York).

Writers schedule seminar on energy

The Society of American Business Writers is planning an all-day regional conference on energy problems October 22 at the Marriott Motor Hotel in Dallas.

Hobart Rowen, SABW president, said the conference is open to any interested financial and economics writers, regardless of whether they are SABW members.

The meeting will include discussion of problems facing energy suppliers and producers, and will feature speakers from federal and state governments. Further details will be announced soon by Al Altwegg, business editor of the *Dallas News*, who is arranging the conference.

Court rules papers can charge more for political ads

The Massachusetts Supreme Court issued an advisory ruling July 16 that it would be constitutional for the state legislature to enact a bill prohibiting newspapers from charging higher rates for political advertising than for other ads.

The court also ruled that another section of the proposed legislation—which would bar newspapers from refusing to accept political advertising from one candidate if it had already accepted an opponent's ad—would be a violation of freedom of the press.

A brief submitted by the Massachusetts Newspaper Publishers Association argued that both provisions of the bill were unconstitutional.

Park group buys Lockport papers

The 152-year-old Lockport (N.Y.) *Union-Sun & Journal* was purchased by RHP Newspapers, Inc. from 17 individual stockholders of Lockport Publications, Inc.

The acquisition includes the *Tri-County News*, a weekly circulated in Niagara, Orleans and Erie counties. Lockport is in Niagara county.

The Lockport newspapers, which had been under the ownership of the Corson family since 1890, was sold to United Media, Inc. February 3, 1971.

Robert D. Wilkinson will remain as publisher of the daily *Union-Sun & Journal* and Charles Wellner as editor. Other key employees will be retained.

RHP Newspapers, a subsidiary of Park Newspapers, Inc. publishes the *Warner Robins* (Ga.) *Daily Sun* and the *Manassas* (Va.) *Journal-Messenger*, a two-weekly.

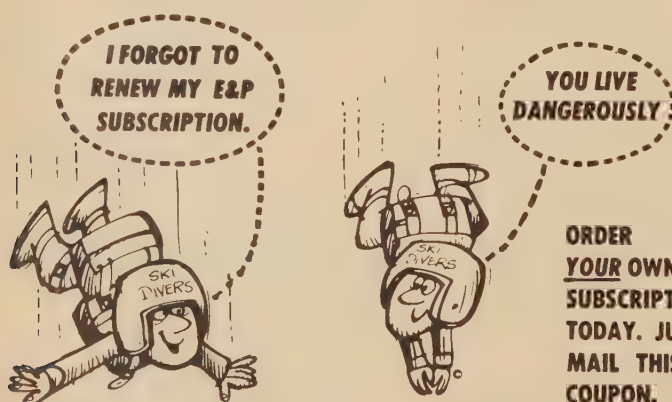
Roy H. Park is president and owner of Park Broadcasting Co., the largest broadcasting group (E&P, Nov. 11, page 17) solely owned by one person in the United States.

Photon resumes O-T-C trading

Photon Inc. began over-the-counter trading July 23 following a Securities and Exchange Commission decision not to continue the suspension of trading imposed March 26.

The SEC said, however, that no quotation can be entered for the company's security until accurate financial information is made publicly available, pursuant to section 15C2-11 under the Securities and Exchange Act of 1934. The rule was adopted as an anti-fraud measure to insure against release of inadequate information to the public on quoted market securities.

The Wilmington, Mass. manufacturer of phototypesetting equipment, had stopped trading because of inadequate accounting procedures.



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countries, \$25 a year.**

☐ My remittance is enclosed.

EDITOR & PUBLISHER, 850 Third Ave., New York, N. Y. 10022

Gentlemen: Please start my subscription now, addressed to:

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Address

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Company

Nature of Business

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SPEAK OUT: Groups of celebrities in sports and show biz answer timely, topical or personal questions in wise and often humorous fashion. Also, try "Wit and Wisdom," a collection of short and punchy celebrity quotes to lighten your entertainment pages. Both features suitable for daily, weekly use. Both have multi-photo potential if desired. Printed samples available. Charles Petzold, Daily News, 600 N. Broad St., Philadelphia, Pa. 9101.

BOOK REVIEWS

NEW BOOKS GALORE EVERY YEAR! Weekly "BookViews" tells your readers about hardcover and paperbacks they want to read. Not just "bestsellers." Write Interlude Productions, Box 57, Maplewood, N.J. 07040.

CONTESTS

LAY "NAMES" IN YOUR NEWS-APER. The new people-pleasing fun game for all ages. Readers use their own names to play this fascinating, dictative, computerized, alphabetical ke-off on "Bingo"! Implement for reader interest. Circulation, Merchant e-In, etc. (Let us help you count e ways!) Send for sample package: **JWORD GAME, INC., BOX 413, JUTHFIELD, MICH. 48075.**

DOGS & PETS

OVER 28,000,000 DOG OWNERS. 2 billion dollar annual market. Established Dog Column, now in 81 newspapers, will increase circulation, hypo reader interest, sell ads, promote good l. Samples. Kanine Korner, 1154 rth Western Ave., Hollywood, Calif. 929.

EDUCATION

W. LIVELY, authoritative column answers to Your Education Questions" by nationally known education ter-editor. Send for samples. Dr. x Rosenberg, 15131 Sutherland, Oak k, Mich. 48237.

EDUCATION

MINI-COURSES! Open classroom! Individualized instruction! Keep readers abreast of educational changes via "TEACHER TALK," Weekly column. Appearing now in regional newspaper. Written by teacher/journalist. Box 1244, Editor & Publisher.

FEATURE STORIES

FEATURE STORY by Bill Griffith. A timely weekly news feature 750-1000 words mimeographed. General reporting. Where the spot news story ends, that's where the feature story begins. Bill Griffith, Reporter, 507 Fifth Ave., New York, N.Y. 10017.

FOOD

KITCHEN SAMPLER—New weekly column featuring nostalgic, unusual and historic notes on food (plus tested recipe). Write Kitchen Sampler, 8905 Camfield Dr., Alexandria, Va. 22305.

FOREIGN

READERS INTERESTED IN POLAND? NORWAY? Experienced journalist plans series this fall. Also available for assignment. Box 1255, Editor & Publisher.

GENERAL

GET SMART: "Ask Aunt Madge," 6 questions and answers column. Free samples. Madge, 3757 Macbeth, San Jose, Calif. 95127.

PATTERNS FOR PEACE, once-a-week column on waging peace, is offered by Bill Baughman, Cleveland Press columnist for 10 years. For samples and prices, write Bill Baughman, 1190 Yellowstone Rd., Cleveland, Ohio 44121.

FACT STACK items tell about accomplishments of minority Americans. Sample free. Minority Press Service, P.O. Box 44703, Indianapolis, Ind. 46244.

FEATURES AVAILABLE

GENERAL

MADE PUBLIC by Marv Arthur. Boost your circulation with quality feature, inside views, facts. News the public wants **MADE PUBLIC.** 5 times a week, 600 minimum—right now write: P.O. Box 49387, Los Angeles, Calif. 90049.

HOME AND GARDEN



GET IN ON THE HOME GARDEN BOOM with America's only syndicated weekly that includes a photo with each 600 word manuscript year around! Write: Walter Masson, Box 66, Needham, Mass. 02192

LIVING/BEHAVIOR

WHY YOU BEHAVE THAT WAY—by nationally known PhD behavior scientist. Explains why readers act, think, feel as they do. Gives quizzes and practical science-based tips on the topic, e.g. child development, school satisfaction, family life, job satisfaction, etc. Samples. Box 1249, Editor & Publisher.

MUSIC

POP MUSIC: Nostalgic rock, question and answer columns, fillers, quizzes. Rates, samples. Stoneground Features, Box 505, Council Bluffs, Iowa 51501.

NEWS FILLERS

BEST, CHEAPEST, 5 columns a week. You set or repros. Sample free. Snappy Fillers, 610 Wataga, Louisville, Ky. 40206.

PARENT TIPS

PAUL'S PARENT TIPS—Lively answers to questions all kids (and adults) pose. 20 years experience. Samples. P. Burns, 436 Morse, Dayton, Ohio 45420.

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"SENIOR CITIZENS AMERICA" is one of the nation's finest adult news columns, 450 concise words weekly. It explores every phase of the better life for Mature Readers. A "MUST BUY" at this low price. Write for rates and samples. Box 1237, Editor & Publisher.

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SPORTS EDITORS: Here are five unique sports features available weekly. 1. Sports Scramble 2. Sports Flashback 3. Sports Quiz 4. You Be The Official 5. The Record Makers. Two pro sports-writers, pooling their years of experience, will send you samples immediately of features that will win more readers at a price every editor can afford. Write P & B Sports Features, Box 1146, Editor & Publisher.

STAMPS AND COINS

WORLDWIDE stamp and coin columns that are different. Weiss, 16000 Terrace Rd., #208, Cleveland, Ohio 44112.

STAMP OUT DULL FEATURES! "The Stamp Scene" makes the world of stamps come alive for your readers (and your ad manager)! 13 months free and then low rates. Information from Box 1240, Editor & Publisher, or call (212) 275-4310.

TRAVEL

YOUR WEEKLY TRAVEL and recreation page or supplement. No work for you, only profit. Travel Rates & Places, Box 246, Woodside, N.Y. 11377.

WEEKLY FEATURES

"INSURANCE TODAY" — Exclusive, copyrighted once-a-week feature column, 250 words. Hard-hitting, on-target, insurance news. The only **INSURANCE COLUMN** in America. For samples and rates, write to Box 1235, Editor & Publisher.

CLASSIFIED ADVERTISING

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Address _____

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Copy _____

☐ Assign a box number and mail my replies daily

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Effective August 18, 1973, Classified Advertising Rates will be as follows:

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The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.60 per agate line—\$50.40 per column inch minimum space.

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022
(212) 752-7050

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- 4-weeks — \$1.60 per line, per issue
- 3-weeks — \$1.70 per line, per issue
- 2-weeks — \$1.80 per line, per issue
- 1-week — \$1.90 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (No abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra.

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Tuesday, 4:30 PM New York Time

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022
(212) 752-7050

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QUITE PROFITABLE newspaper and commercial printing business in Rome, Italy. Gross sales over \$1.2 million. R. H. Cunningham, (803) 546-8585.

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OWN YOUR OWN WEEKLY SATURDAY SHOPPER TYPE PUBLICATION

Are you a person who has an advertising sales background and has always wanted a publication of your own? If money is your only problem, write:

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Opportunities immediately available in: NEW JERSEY—Cherry Hill, central and northern communities; PENNSYLVANIA—Philadelphia, Reading, Allentown, Bethlehem; CALIFORNIA—all of suburban San Diego and South Bay communities such as Torrance, Manhattan Beach and Culver City.

QUALITY WEEKLY in growing cultural/resort area in western Massachusetts needs capital investment or advertising partner to realize potential in 1-2 years. Year-old tabloid, 7,000 free circulation, top-notch staff. \$67,000 gross. Box 1267, Editor & Publisher.

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LETTERPRESS WEEKLY exclusive in
two counties, stable growing agricul-
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great Southwest; average gross above
\$70,000, good growth potential, pub-
lisher retiring. Deal direct, terms ne-
gotiable. Box 1163, Editor & Publisher.

ZONE 4—Weekly net, \$700M plus
gross, \$150M due, excellent offset
plant, high growth locale, financial
references first letter. Box 1053, Editor
& Publisher.

NORTHERN MICHIGAN WEEKLY
paper/newspaper crabs in pro-
perous year-round community. Job Shop
included. Total gross \$225,000. Full par-
ticulars to qualified buyers. Box 1169,
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BILL KING ASSOCIATES
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NEW JERSEY WEEKLY—Competent,
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higher as acquisitions dictate. Box
884, Editor & Publisher.

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MACHINERY & SUPPLIES

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2 COMPUGRAPHIC 4961TL's, one
with wire stripper, \$8,000; the other,
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cards, \$500. All for \$15,000. George
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224-5301.

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Two Wide-Range Quicks with Option
Cabinets, \$12,000 each. One 18 pt.
Quick with Option Cabinet, \$10,000.
Over 100 grids, \$50 each. Contact J.
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PHOTON 200B PHOTOTYPESETTER
with fonts, 6 to 72 point type, many
styles available. Excellent mixer for
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Available immediately, \$4,800. Extra
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GOOD BUYS—offset composition equip-
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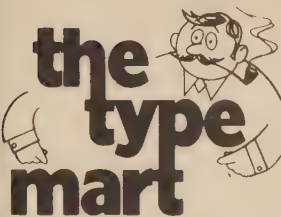
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MACHINERY & SUPPLIES

COMPOSING ROOM



Here's a sampling of great buys on pre-owned graphic arts equipment traded-in on new Phototypesetters. We have a large selection of metal, photocomp, computers and strike-on equipment available at the lowest prices anywhere. If you like what you see, call Harvey Brown. If you would like something you don't see, call Harvey anyway. His number in Wilmington is 617-933-7000.

LEKTRON Linotype machine, Serial #71558, complete with mags, TOU-75, blower, feeder and other Elektron features. This is a steal at **\$2,000.00**.

13-5A Textmaster Phototypesetting machine, complete with two lenses (your choice), four type fonts, unjustified program, and paper magazine. Lowest price ever **\$5,000.00**.

13-100 Textmaster Phototypesetter. This unit is eight type faces and eight sizes up to 36 pt. Production speed is 100 l.p.m. It has been completely rebuilt at the factory and is priced at an unbelievable **\$15,000.00**. (New price was \$2,500.00)

nofilm, KE-28 with Computer Tape Reader, twenty-eight grids, function analyzer and three nofilm Keyboards. (one with Linomix) Would you believe **\$9,500.00?**

Richlid Keyboards, like new. Model 430 (Keycomp 100) Electroset, ideal for unjustified type production **\$1,995.00**. (Cost new \$2,365.00) Keycomp 200 or Model 435 Electroset, complete with keys for 32 formats and programmable memory. These units have never been used in production. **\$3,995.00**. (Cost new \$4,950.00)

All items subject to prior sale.

PHOTON
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Telephone (617) 933-7000

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FOR SALE: 1 Brown Stainless Steel Model WAB 21, 36"x48"x10", 1 Stainless Steel Sink 48"x38"x10", 1 Ball Automatic Pollution Control Model PCS-2500. Going to a private plate. All items just one year and in exceptional condition. Call J. Bogardus, Business Manager, Palo Alto Times, P.O. Box 300, Palo Alto, Ca. 94302. (415) 326-1200.

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Better condition than the day it was sold. All the latest modifications, parts included. \$42,500. Contact A. Bradley, York Daily Record, 81 King St., York, Pa., 17405, or me (717) 854-3831.

KEY-ASCOR printing frame 20x vacuum printer. Robert M. Yeiter, Daily Herald, P.O. Box 4567, xi, Miss. 39531.

MACHINERY & SUPPLIES

MATERIAL FOR SALE

SAVE MONEY on cold type paper and litho films. National Publishers' Supply (NAPSCO), Berlin, Wis. 54923, phone (414) 361-0660, or 18 W. 22nd, NYC, 10010, phone (212) 691-9850.

MISCELLANEOUS

4 UNIT GOSS UNITUBULAR with 60 hp main motor; 4 unit Duplex Tubular with 40 hp plus stereo equipment including Goss Roll-O-Mat molder, 2 Sta-Hi mat formers, 2 1/4 ton melting pot with vacuum casting box, Goss plate finishing machine and Sta-Hi plate router as well as Hammond flat casting boxes, Monomelt flat shaver, flat routers, stereo saw, etc.

All located and operating at The Lethbridge Herald, Lethbridge, Alberta, Canada. Please direct inquiries to T. H. Adams, General Manager.

NEWSPRINT

ROLLS ALL SIZES-BEHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

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Box 5500, Akron, Ohio 44313

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GOSS MARK I HEADLINER 4 units, 23 1/2" cutoff. Wood Reels, tensions, stereotyping equipment, 32 saddles for direct printing. Priced to move at \$80,000. Available 90 days. Box 1159, Editor & Publisher.

MACHINERY & SUPPLIES

PRESSES & MACHINERY

ATTENTION LETTERFLEX OWNERS!
We have been authorized to sell two Letterflex "2" fully automatic wet processing machines at fraction of original cost. For more information contact:

INLAND NEWSPAPER MACHINERY CORP.
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COLOR KING, 2 units, 2 roll stands, double parallel folder, counterstacker, electric roll hoist, ink agitators, can see running, about 1964. \$32,500. E. H. Richey Co., 1417 Georgia St., Los Angeles, Calif. 90016. (213) 748-5954.

WEB PRESS TRADE-INS

Color King—1965
II Unit Press complete—\$34,000
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Econ-O-Web perfecter press, one to eight units, available for immediate installation. We will take your trade. Send for our complete new and used equipment list, and the dealer nearest you.

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3 SETS OF Y COLUMNS with RTP's for Goss Urbanite press. Box 1052, Editor & Publisher.

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Available immediately

Cutoff 22 3/4 inches, web width 57 to 67 inches.
Erected July, 1969

LAYOUT OF PRESS, LEFT TO RIGHT:

Mono unit — mono unit — folder — 3-color unit — mono unit — mono unit — mono unit — folder — 3-color unit — mono unit.

Each folder is Uniflow, 2-1 with double former and double delivery . . . and with four Ferag Conveyors.

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48 pages, plus 3 Color Humps, 1 Reversible.

King of single width LP semis. 1957 model, excellent condition. Complete with controls, motors, stereo equipment if wanted.

For Jan.-Feb. '74 removal under contract, best offer will buy.

Will print color on 4 trucks, 40 pages or color on as many as 8 consecutive pages.

For Information, call (308) 332-1000:

Leroy Schwartz, Pressman
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Ralph Clark, Publisher

DAILY INDEPENDENT
Grand Island, Nebraska

COLE MODEL 101 quarter folder and two knife trimmer with vacuum system for Goss Suburban. Like new, half price. **FOLDER**, 909 E. 59th St., Los Angeles, (213) 235-3131.

6-UNIT HOE NEWSPAPER PRESS 4 units of color convertible (mfg. 1950) plus two units Hoe Super Production, 2:1 double folder, balloon formers, RTP's, compression lock-up, group drive. Excellent buy! Available soon!

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GOSS SINGLE 2:1 FOLDER, practically new, complete with escalator, for headliner Mark I, Southwest location. Best offer. Box 1219, Editor & Publisher.

GOSS URBANITE, 6 units, excellent condition.
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COTTRELL V-15A, 5 units, new 1968, with folder.

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URBANITE QUARTER FOLDER—Will guarantee, like new. Also **COLE Model 106** quarter double parallel folder with cross perforator, new in 1966.

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GOSS METRO 8 unit, 2 color decks. 8 unit Urbanite, complete with folder. Box 1120, Editor & Publisher.

STEREOTYPE

FINAL CLOSE-OUT: Goss Mat Roller with floating roller; 2 Wood heavy duty auto plates 23 1/2" cutoff; 2 Sta-Hi curved plate routers; 1 Goss Miller; 1 Wood Miller; 2 Sta-Hi formers. Robert M. Yeiter, The Daily Herald, P.O. Box 4567, Biloxi, Miss. 39501.

MACHINERY & SUPPLIES

STEREOTYPE

GIANT MAT ROLLER, Sta-Hi Master Former, Hoss table and trimmer, Sta-Hi rotary shaver, Nolan full page supercater, Sta-Hi Master Router, Auto-former Vac Plate, etc. Also Sta-Hi Finaltrim, 2 Goss plate perfectors, 2 Goss Tension Millers.

CHIPPING BLOCKS, 8-ton Kemp stereo furnace, 6-ton Kemp stereo furnace, side panels for 8-ton furnace, Sta-Hi Master Former, Hoss saw table and Mondrake trimmer, dry air pump, chute guards on melting furnace, spare air clamp for Tension Miller, Wesel radial arm router.

Contact Wally Cooper, the Journal Times, 212 Fourth St., Racine, Wisc. 53403. Telephone (414) 634-3322.

WANTED TO BUY

1 GOSS COMMUNITY UNIT, 1969 or newer. Contact Mr. Smith, Trumbull Printing, Trumbull, Conn. 06611. Call (203) 261-2548.

GOOD CONDITION INTERTYPE Monarchs equipped with Star Quadders, key boards, auto-setter or TTS units. Ron Brown, Courier Checks, P.O. Box 2053, Atlanta, Ga. 30301 (404) 762-8453.

USED MASTER "48" ETCHING machine in good condition. Contact Paul Major, The Berkshire Eagle, Pittsfield, Mass. 01201. Tel: (413) 447-7311.

USED GOSS COMMUNITY UNIT. Contact Robert Sykes, Post-Athenian, Athens, Tenn. 37303. (615) 745-5664.

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Help Wanted...

ACADEMIC

MAJOR SOUTHEASTERN university J-school seeking instructor for 1-year appointment beginning September. Teach basic newswriting, public affairs reporting courses, advise students. MA and minimum of 5 years media experience required. Send resume, salary requirements to Box 1260, Editor & Publisher. Equal Opportunity Employer.

SOUTHERN METHODIST UNIVERSITY is searching for a chairman with strong professional and academic credentials (preferably, the PhD) to lead its rapidly growing department to its fullest potential. Appointment for fall, 1974. Contact Robert Mann, Chairman, Faculty Search Committee, Journalism Division, SMU, Dallas, Texas 75275.

ADMINISTRATIVE

PUBLISHER for 100,000 daily circulation newspaper, Top Southeast location. Position available due to ownership plans to acquire second newspaper. Here is a terrific opportunity for a dynamic executive seeking greater responsibility and financial remuneration (\$80,000 plus). Send resume in complete confidence to President, Box 1254, Editor & Publisher.

HELP WANTED

ADMINISTRATIVE

BUSINESS MANAGER for successful and growing medium sized daily in Southeast. Experience in newspaper bookkeeping/accounting essential. Background in other areas of newspapering helpful. Excellent opportunity for increased responsibilities and advancement with group. Box 1188, Editor & Publisher.

NEWSPAPER ASSOCIATION MANAGER

News, advertising, promotion or association experience could qualify you as replacement for long-time manager of nation's oldest and largest regional association of daily newspapers. Present manager retiring. Apply to Inland Daily Press Association chairman, W. G. Wheeler, South Bend (Ind.) Tribune, South Bend, Ind. 46626

WE WANT a profit minded, shirt-sleeve executive to participate in top management of a chain of suburban weekly newspapers located in New Jersey. Experience in production, financial control, collection procedures and advertising sales necessary. Excellent salary, generous benefits. Send detailed resume and salary requirements to Box 1242, Editor & Publisher.

ASSISTANT CREDIT MANAGER

If you are already a Credit Manager or Assistant on a medium sized or Metro daily and feel that you are ready to move up to a position with one of the industry's leaders we'd like to talk with you. Area 4. Send resume, including salary history to Box 1216, Editor & Publisher.

BUSINESS MANAGER to train for general management of Northeast Daily with 20,000 circulation. Must have degree, be financially oriented, and able to learn quickly. We want a person with less than 15 years newspaper experience. \$25,000 income to start. Send resume to Box 1259, Editor & Publisher.

ADVERTISING ART

LAYOUT ARTIST

Major Canadian daily in Southwest Ontario—84,000, 6-day photo-comp publication needs experienced and energetic person to produce heavy volume of display layouts, some finished art and copy writing. Send resume to Maurice Pearson c/o The Windsor Star, 167 Ferry Street, Windsor, Ontario, Canada.

CARTOONISTS

CARTOONIST-GAG WRITER to ghost successful internationally syndicated comic panel. Send samples and return postage. Box 1123, Editor & Publisher.

CIRCULATION

AMBITIOUS, SALES-ORIENTED district manager needed for northern Indiana evening/Sunday. Must know agency operation as well as Little Merchant Plan. Good starting salary, bonus plan and a full range of benefits. Immediate opening. Send resume and salary requirements to Box 1230, Editor & Publisher.

CIRCULATION DIRECTOR

We are seeking an aggressive, creative person who can bring some innovative approaches to the top position in our circulation operation.

The person we seek probably is employed either as a circulation manager/director or as the assistant. Ability to deal with competitive challenges and develop a sound organization that can meet them successfully are principal needs.

For the professional who can measure up to the opportunities of this morning-evening-Sunday combination in the 225,000 circulation range, we offer an excellent salary and advancement possibilities. Attractive Zone 3 community. If you think you are the person, we would like to see your resume. Box 1217, Editor & Publisher.

HELP WANTED

CIRCULATION

OPPORTUNITY with a good future starting as Home Delivery Manager. Must have supervisory experience and be thoroughly schooled in a district manager/carryer-type organization. Area 9 newspaper is re-organizing and offering good, solid future, company car, excellent employee benefits including retirement program, good starting salary. Box 1134, Editor & Publisher.

EXCELLENT OPPORTUNITY for capable supervisor to grow with one of New England's largest newspapers. Must have ability to motivate and supervise 7 to 9 district managers. Resume to Box 1204, Editor & Publisher.

CIRCULATION PERSONNEL

ASSISTANT CIRCULATION DIRECTOR \$13,000 to \$15,000 Combined morning and evening newspaper with total circulation of 80,000. Must be able to deal effectively with contractors with good background in promotional work. Located in Area 6.

CIRCULATION DIRECTOR \$30,000 to \$35,000 For metropolitan daily newspaper with over 100,000 circulation and a carrier boy operation. Located in Area 2. Prefer degree candidate with background in competitive circulation programs.

CIRCULATION MANAGER \$20,000 to \$25,000 A 100,000 plus daily newspaper with majority of operations in carrier boys, remainder is independent contractors. Candidate must have good organization skills with heavy background in generating new orders. Located in Area 3.

CIRCULATION MANAGER \$13,000 to \$16,000+ For a 25,000 daily newspaper located in Area 5. Report to general manager and supervise staff of six. Carrier boy operation. Must be a motivator and a manager.

CIRCULATION MANAGER \$17,000 to \$20,000 For a combined 50,000 daily boy operation located in Area 3. Candidate should have basic knowledge of circulation operations with proven track record.

CIRCULATION DIRECTOR \$18,000 to \$22,000 For a large weekly operation located in Area 2. Prefer weekly experience, but not mandatory. Promotional background is required.

MANAGER OF TRUCK ROUTING \$18,000 to \$22,000 For large daily newspaper with over 500,000 circulation located in Area 2. Supervise large driver force of unionized Teamsters. Prime responsibility for most efficient and economical routing. Exposure to computer systems most desirable.

CIRCULATION MANAGER \$15,000 to \$18,000 For a 30,000 daily evening newspaper located in Area 3. Carrier boy, non-union operation.

All Positions Fee Paid

Patrick J. Quinn, Jr.
GORDON WAHLS CO.
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33 West Second Street
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IF WE HAD THE RIGHT KIND of Circulation Manager, one who is enthusiastic, aggressive and fully understands the whys and wherefores of circulation, we could add 4,000 new subscribers immediately. This job is for a small daily. The basic wages and fringe benefits are better than average. The incentive bonus is out of this world. Let us know what you have to offer. Located Zone 3. Box 1239, Editor & Publisher.

HELP WANTED

CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING SALES

One of Fairfield County's (Conn.) leading dailies has need of 2 Classified Display outside salesmen to expand their rapidly increasing market area and to tap heretofore untapped areas.

ALL MAJOR COMPANY PAID BENEFITS
Write, stating salary expected, to: James Queening, CAM, Advocate, Stamford, Conn. 06904

DATA PROCESSING

CHALLENGE

Progressive corporation in computer services to printing and publishing users seeks top programmers. Prefer experience in typesetting software and assembler. Limited travel required. Location East Coast or Midwest. Box 1203, Editor & Publisher.

DISPLAY ADVERTISING

RETAIL ADVERTISING MANAGER to be part of management team, responsible to advertising Director. Western Nebraska's largest and most progressive daily, 17,000 ABC. Location close to mountain skiing and fishing, a nice area to live. Good salary, car allowance and bonus. Excellent fringe benefits. Send complete resume to Advertising Director, P.O. Box 451, Scottsbluff, Nebraska 69361.

WE HAVE A PERMANENT SPOT for an experienced display salesman who likes to live in big space as well as sell big space. Alaska's biggest city has everything and enjoys surroundings of woods, rivers, lakes, mountains, valleys and good people who are enjoying all these good things. Write Vic Hussey, Anchorage Times, Box 40, Anchorage, Alaska 99510.

FINANCIAL AD SALES

New York City location. Long-established financial newspaper is expanding. Need 2 ad sales people with background in dealing with agencies, financial institutions, Wall Street. Send resume. State present salary. Box 1246, Editor & Publisher.

WE'RE EXPANDING our display department and need 2 aggressive salespeople. We've got the market if you've got the ability to bring it in. 15,000 daily circulation. Good salary and fringes, plus you'll work in a beautiful mountain area with clean air and lots of hunting and fishing. Give all in first letter: experience, salary requirements, future goals, availability. All replies in confidence. Publisher, The Sentinel, Lewistown, Pa. 17044.

DISPLAY ADVERTISING SALESMEN Growing Florida group seeks four salesmen for its daily, bi-weekly and weekly papers. If you're ambitious, industrious and capable, we have a job for you. We've got a bright future. You can make yours bright with us. Write Director, P.O. Box 247, Haines City, Fla. 33844, or phone (813) 676-2571.

ADVERTISING SALESMAN with ability to write some news. Experience on free circulation helpful. Should reach 5 figure salary in 6 months. Job open now, Area 5. Send references to Box 740, Editor & Publisher.

MIDWEST DAILY with 30,000 circulation needs Assistant Advertising Director. Our Advertising Director will be moving to General Manager's position with one of our papers in the next year. We need an enthusiastic replacement who can learn the job in short order. We want someone who is hungry with less than 5 years sales experience. \$15,000 plus to start. Advertising Director job pays \$24,000 plus. Send resume to Box 808, Editor & Publisher.

AGGRESSIVE, PROMOTIONAL MINDED advertising salesman experienced in selling and serving both large and small accounts. Great opportunity to advance with strong weekly and shopper in growing organization. Northwest Area 9. Send resume to Box 1190, Editor & Publisher.

HELP WANTED DISPLAY ADVERTISING

SAN DIEGO COUNTY coastal weekly needs experienced newspaper display ad salesmen. Must be creative, ambitious, top notch. Salary plus commission. Coast Dispatch, P.O. Box 878, Encinitas, Calif. 92024.

ADVERTISING MANAGER for New Jersey's largest twice weekly PM publication, 67,000 circulation and growing. Good salary, car allowance, plus bonus and fringes. Send complete resume to Box 1082, Editor & Publisher.

DISPLAY AD SALESMAN experienced in all phases of retail advertising is needed by a 70,000 plus morning-evening-Sunday in fertile area. Excellent salary and commission plan, top benefits and the opportunity to join an aggressive staff of account executives. Contact Paul Flynn, Advertising Director, Huntington Publishing Company, Huntington, W. Va. 25720.

NEWSPAPER SALESMAN DISPLAY ADVERTISING

If you have strong background of sales, layout and merchandising, we have a challenging and rewarding position offering opportunity for additional responsibilities and growth. Join staff of 15 outside salesmen. Salary based on what you have done and can do. Excellent benefit package plus incentive plan. All replies confidential. Send resume and salary requirements to William H. Partridge, The Everett Herald, P.O. Box 980, Everett, Wash. 9804.

ARIZONA DAILY has opening for advertising manager with promotion experience and good educational background. Fast growing area with growing newspaper. Write furnishing details. Box 1225, Editor & Publisher.

ADVERTISING MANAGER to head 5 person staff, western Michigan daily. Great opportunity for weekly ad manager or second person on larger daily all ad department. We're a growing organization with many benefits, especially small town living in a wonderful recreation area. Box 1181, Editor & Publisher.

ACCOUNT EXECUTIVE looking for a future? With paid medical insurance, good starting salary and real bonus program. We are looking for an aggressive sales-oriented self-starter with an eye to the future. This position should have some college, but experience is not necessary. Are you ready? Box 1262, Editor & Publisher.

ADVERTISING SALES POSITION on winning suburban Boston weekly newspaper group. Very good chance for advancement. Progressive salary commission plan. Resume, references to Box 1251, Editor & Publisher.

EDITOR OF STRICTLY SELLING? We need a south Florida weekly group has long for feminine staffer who can write some society and general news. Camera experience would help. Consider beginner. Send resume, salary expected and telephone number to H. Stalls, P.O. Box 1236, Clearwater, Fla. 34640.

ADVERTISING SALESMEN, retail classified, for daily newspapers in Zones 6, 7 and 8. Send complete written resume, references to Indianapolis Press Assn., 100 West Monument, Chicago, Ill. 60603.

EDITORIAL

WOMEN'S NEWS WRITER for New England AM, PM, Sun. combination needs a writer with experience in feature work and layout. Opportunity for advancement within 18 months. We want someone ready to go September 1st. Reply Box 1210, Editor & Publisher.

HELP WANTED EDITORIAL

FEATURE EDITOR SOUGHT by lively daily newspaper in highly competitive area in Zone 2: will run and be part of 3 person department which used to be "The Women's Pages", but is now a solid family section. Layout, desk experience a must. Box 1214, Editor & Publisher.

COPYREADER

Earn minimum of \$19,000 first year. Must be pro. Metro daily, Zone 2. Send full resume to Box 1224, Editor & Publisher.

MANAGING EDITOR

Great opportunity for aggressive newsman with 6-8 years experience in the newspaper field. We are a daily evening paper (award winning), and want an organizer who can train, direct, and lead a young, enthusiastic 5-man staff. Local news is our strong point. Sense of humor, ability to deal with all kinds of people and situations, like of smaller communities a necessity. (Our circulation is 6,000). We are in northern Illinois—close to Chicago and Milwaukee. Paid holidays, vacation, Profit Sharing, insurance part of the fringes. Contact Patrick B. Matison, 401 Whitney Blvd., Belvidere, Illinois 61005 by letter.

SCIENCE WRITER—3 to 10 years experience, superior writing skills, deep interest in the biomedical and behavioral sciences with ability to interpret for lay readership; experience in media contact. Write Box 77, The Rockefeller University, New York, N.Y. 10021, providing resume, statement on career objectives, samples straight news and features, and salary requirements.

SUNDAY EDITOR

Afternoon and Sunday daily, located in rapidly growing Southeast city of 43,000 population, has opening for Sunday Editor. Salary negotiable, based on experience and ability. Applicant should be capable in feature writing and photography, but will have available full AP wire, AP wirephoto, NEA feature package, Congressional Quarterly, PM NY Times and Chicago Daily News-Sun Times wire. This job is a stepping stone for further advancement in a prize-winning newsroom with a chance for variety in writing, editing and photography. Please submit resume and clips. Box 1258, Editor & Publisher.

WEST TEXAS afternoon paper of 26,000 seeks sharp reporter and competent combination man. Contact Managing Editor, The Odessa American, Box 2952, Odessa, Texas 79760.

MANAGING EDITOR

We are looking for an experienced newsman to lead and further stimulate a professional 17-member staff in the development of its talents. Although our own community receives top priority coverage, our influence reaches beyond the city.

To the person with imagination, energy and proven management ability we offer:

1. The number one spot on a well-established, respected newspaper group providing the city's liberal voice.
2. Full editorial responsibility and a salary to match, including excellent fringe benefits.
3. The opportunity for real accomplishment—where your talents can be expanded and your goals achieved.
4. A medium sized Midwestern city that's ideal for raising a family.

Send resume in confidence to Box 1171, Editor & Publisher.

WE ARE LOOKING for several reporters who possess aggressiveness and understand city government, law enforcement and feature beats filled soon. Prefer 2 to 4 years experience, but talented newcomers may make the grade on our medium sized daily. Zone 5 location. Contact Box 1226, Editor & Publisher.

HELP WANTED EDITORIAL

MANAGING EDITOR

Small Zone 1 daily, now 5000 circulation but with tremendous growth potential, needs a top news executive who understands how to produce a successful suburban daily in the shadow of metropolitan competition. Modern offset plant in prosperous small city offering ideal living conditions. Write Box 1199, Editor & Publisher.

COPY EDITOR. Daily newspaper experience. Must be U.S. citizen. Three-year contract. Starting salary \$11,614 per year plus small housing allowance. Group insurance, retirement, medical benefits, PX and commissary privileges. Transportation provided for family, furniture and car. Upon receipt of letter and resume we will forward official application blank and details on working conditions in Japan. Send letter and resume to Managing Editor, Pacific Stars and Stripes, (Tokyo, Japan) APO San Francisco 96503.

CITY EDITOR

Creative, tough, diplomatic leader for major daily, Zone 2. Exciting local political scenes. The goal: excellence. The reward: personal satisfaction and good pay. Full resume to Box 1243, Editor & Publisher.

REPORTER WANTED, man or woman, experienced or recent J-school graduate for prize winning Zone 4 newspaper. Send snapshot and complete resume. Job now open. Box 1193, Editor & Publisher.

PHOTO EDITOR

Growing Los Angeles suburban daily needs help in getting maximum benefit from off in color and black and white photos. Right person can help shape this newly created job. Work with four experienced photographers and editors in improving picture quality and generating ideas. We need someone with experience in editing, photography, color and offset. Salary negotiable. Contact Jim Box, Managing Editor, South Bay Daily Breeze, 5215 Torrance Blvd., Torrance, Calif. 90509.

EDUCATION WRITER with 3-5 years experience, prime credentials, for big University city capital of 150,000. Must be able to probe below surface, spot trends, write bright, factual copy. Send resume, salary requirements to Gilbert Savery, News Editor, Lincoln Evening Journal, Box 81689, Lincoln, Neb. 68501.

PICTURE EDITOR PHOTOGRAPHIC DIRECTOR

Metro daily seeking rounded newsman with administrative ability. Box 1262, Editor & Publisher.

COPY EDITOR—Daily newspaper seeks copy editor to fill key newsroom position. Must have prior editing, reporting and graphic arts background. Prefer someone with knowledge of North Shore area above Boston. Send resume to Box 1228, Editor & Publisher.

COPY EDITOR

The Metro-East Journal, a 42,000 PM daily, has an immediate opening for a copy editor. Reporting experience required, desk experience preferred. \$200 to \$265 per week, depending on background, plus periodic increases. Excellent benefits and growth potential. Send resume and salary requirements to George B. Irish, Lindsay-Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

\$25,000 A YEAR . . . that's what we're offering for the best newsmen or women in America. To earn it, you must be able to find and develop feature ideas with popular appeal, assigning and directing the world's top staff and freelance reporters. If you have good newsgathering experience, and are prepared to work hard in a pleasant office in the Florida sunshine, write: National Enquirer, Inc., P.O. Box 3816, Lantana, Florida 33462

HELP WANTED EDITORIAL

SUBURBAN EDITOR—Modern offset, 27,000 AM daily on edge of Adirondack recreation area seeks self-starter to coordinate news coverage by better than average team of correspondents. Edit news, write headlines, layout pages. News writing and/or editing experience required. Resumes with salary requirements to James V. Gill, managing editor, Post-Star and Times, Cooper at Lawrence, Glens Falls, N.Y. 12801.

STATE GOVERNMENT EDITORIAL WRITING

Unique opportunity to join staff of 7 writers with wide range of responsibilities. These include coverage of Illinois State Legislature and preparation of editorials on state, national and international issues.

News interpretation experience and Masters degree preferred. Excellent salary and benefits. Send resume to George B. Irish, Lindsay-Schaub Newspapers, Box 789, Decatur, Ill. 62525.

COPY EDITOR, experienced, unafraid to challenge wire and local copy, for Ohio metro AM with desire for bright heads and clear concise writing. Box 1233, Editor & Publisher.

FINANCIAL WRITERS

2 people sought. One with Wall Street Journal experience or equivalent who knows SEC regulations, investments, financial industry, etc. The other with less experience who will grow with long-established newspaper that's expanding. New York City location. Box 1241, Editor & Publisher.

NATIONWIDE GROUP. Opportunities all phases of newsroom operations. Send resume, references, interests. Box 1202, Editor & Publisher.

EDITOR for Zone 7 offset daily, 10M circulation. We want experience, creativity and management ability and are willing to pay for it. Box 1263, Editor & Publisher.

SPORTS EDITOR

If you're well on your way to the top—in your mid-30's or older—and have demonstrated leadership ability, you may qualify. If you're looking for a soft spot, you won't. Strong background on news and sports will get you an interview. What will you need to direct a nine-man staff to produce a sports section of major-league caliber in a beautiful offset plant? Hard skills in writing and editing, a knowledge of all sports, a talent for developing features while not neglecting the spot news, a lively imagination. This is a rare opportunity in an ideal climate and a red-hot sports town. Be prepared to undergo careful scrutiny. Send a detailed description of your concept of a sports editor's job, a resume and tear sheets to Dale Watson, Managing Editor, Tucson Daily Citizen, P.O. Box 26787, Tucson, Ariz. 85727.

EXPERIENCED INDIVIDUAL for Connecticut weekly with new second edition covering neighboring town. Must be good writer, copy editor, photographer, able to layout pages, enjoy variety and hard work. Box 1227, Editor & Publisher.

EDITORIAL WRITER with at least 5 years experience for AM daily in Zone 2. Salary negotiable, excellent fringe benefits. Send resume to Box 1286, Editor & Publisher.

FREE PLACEMENT SERVICE Daily Newspapers

Send us your resume: we will duplicate and refer it on current job openings. Full range of editorial, advertising, circulation and back shop jobs usually available. New England Daily Newspaper Assn. 340 Main St., Room 527 Worcester, Mass. 01609

HELP WANTED

EDITORIAL

NIGHT NEWS EDITOR for 5-day morning daily with midnight deadline. Edit local copy, some wire, write heads, layouts. Write giving references. Experience: Today's Sunbeam, Salem, N.J. 08079.

COPY EDITOR

South Florida AM daily needs two copy editors who can professionally edit and write brief heads. Must know layout or be willing to learn. Resume to Managing Editor, Sun Sentinel, P.O. Box 131, Ft. Lauderdale, Fla. 33302.

REPORTERS, DESKMEN for daily newspapers in E&P Zones 5, 7 and 8. Experienced or qualified beginners. Send complete typewritten resume, references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

SUNDAY FEATURE EDITOR

Responsible for production of feature content of established weekend edition, medium size daily. Some involvement in daily operation. Small staff. Highly competitive area in Zone 5. Reporting and editing experience required, supervisory experience preferred. Excellent salary with good growth potential. Must be promotable. Submit resume listing employment history and expected salary to Box 1265, Editor & Publisher.

RELIABLE REPORTER-FEATURE WRITER for growing semi-weekly. Share variety of responsibilities with enthusiastic staff in competitive situation. Flexible hours, moderate pay, start August 30. Chain offers room to grow. Call Pat Mitchell, Editor, The Ledger, Peterborough, N.H. (603) 924-7172.

FINANCIAL NEWSPAPER

Managing Editor

Must know securities industry, laws, regulations, etc. Ability to direct others and help plan expansion of long established paper. Send complete resume. State present salary. Location: New York City. Box 1238, Editor & Publisher.

FAST-GROWING, vastly-improving 32-000 PM daily needs sports-writer-deskman capable of producing some good reading and attractive layout. Coverage varies from high school to major college (SEC, MVC). Good pay and benefits to energetic, aggressive person with talent to match ambition. Send resume to Ken Robison, Sports Editor, The Jackson Sun, P.O. Box 1059, Jackson, Tenn. 38301.

REPORTER-PHOTOGRAPHER with strong background in both areas. Must be able to cover city-county affairs, write features, handle photo assignments and operate darkroom for small prize-winning daily in Southwest Missouri. Write or call Joe Sullivan, Editor, Nevada Publishing Co., 131 S. Cedar, Nevada, Mo. 64772. (417) 667-3344.

FREELANCE

WANTED!

NEWS, PHOTOS, FEATURES of special interest to Negro readers. Send samples to:

Mr. William L. Watkins, Jr.
Editor and Publisher
THE NEW YORK EVENING EXPRESS
1964 Seventh Avenue
New York, N.Y. 10026

LAYOUT/PASTE-UP

NEWSPAPER LAYOUT and paste-up person, experienced, to makup, layout paste up display ads, and make up newspaper pages from cold type. Must be neat, accurate and capable of volume production. Good pay, working conditions, fringe benefits and permanent situation. Reply to J.A. Gallimore, Journal and Tribune, Seneca, South Carolina.

HELP WANTED

LIBRARIANS

METROPOLITAN DAILY, Zone 5, seeks assistant to head of Reference Department. Library degree and newspaper experience required. Box 1212, Editor & Publisher.

PHOTOGRAPHY

THE NATIONAL ENQUIRER needs a photo lab assistant. Must have some experience, but enthusiasm and a love of hard work are more important. Letters only (Don't phone). Photo Editor, ENQUIRER, Lantana, Florida 33462.

PRESSROOM

PRESSROOM GENERAL FOREMAN wanted for 80,000 circulation morning-evening-Sunday, 6 unit Goss Headliner. Considering offset in future. Excellent opportunity with growing company. Please send background and references. Box 1261, Editor & Publisher.

DUE TO RETIREMENT, 6-day New England evening daily is seeking a mature, experienced letterpressman capable of taking over as pressroom foreman. Must be union or eligible. Ideal situation for right person. Send resume to Joseph Dennis, Production Manager, Pawtucket Times, P.O. Box 307, Pawtucket, R.I. 02862.

PRODUCTION

THE PLATE THAT PRINTS

NAPP

We're expanding . . . adding to our sales and service staff in key regional areas throughout the United States to provide the industry with a quality plate matched by quality service and support. And we are looking for the best.

TECH REPS

Must be highly qualified and experienced in graphic arts with emphasis on engraving and camera, teaching and communications skills . . . you'll be instructing the best in the industry.

EQUIPMENT SERVICE SPECIALISTS

A special breed, need broad electro-mechanical experience, analytical skill and a working knowledge of newspaper production systems . . . You'll be working with the best. Excellent opportunity for Linotype machinists.

SALES REPS

Solid experience in the industry . . . a working knowledge of graphics and the competition, and most important, a record of successful customer service. Join the best.

Excellent starting salary; orientation and training at NAPP, San Diego. Expenses and benefits . . . Plenty of room to grow. Get in on the ground floor with the team that's got

THE PLATE!

Send resume to:
LEE ENTERPRISES, INC.
130 East 2nd St.
Davenport, Iowa 52801
Attn.: The Personnel Director

HELP WANTED

PRODUCTION

NEEDED—Someone with experience in doing pasteup. Also with camera experience. Offset. With repro books, Compugraphic typesetting machines. In fast growing area small firm with lots of potential. Call (305) 846-2165, Kissimmee, Fla.

GOSS URBANITE HEAD OR ASSISTANT Pressman for suburban Denver group plant. Minimum 2 years experience: 4-day, 40-hour week. Three days to enjoy mountains. Call collect (303) 892-5551, ext. 60.

DAILY GOING SUNDAY in September. Now taking applications for makeup men, operators, ad composers, TTS monitors. Letterpress. 40 hour week, liberal fringe benefits, top hourly wages. 2 weeks vacation, 1 year; 3 weeks vacation 10 years; 4 weeks vacation 20 years. Good retirement plan, sick leave, hospitalization. Holidays (5). South Georgia. Write Box 1149, Editor & Publisher.

EDITOR & PUBLISHER Classified Ads produce results like no other publication in the newspaper field! Whether you have machinery, supplies or newspapers to sell (or buy)—need a top qualified person to fill an opening—or are looking for just the right spot to advance your career—put an Editor & Publisher Classified to work for you.

TECHNICAL REPS

TECHNICAL ADVISORS PHOTOTYPESETTING SYSTEMS

The next 3 minutes may change your whole life.

That's about how long it will take you to read this ad and then write or call us about one of the several career opportunities that exist in major metropolitan areas across the U.S.

We're Compugraphic Corporation, the ASE-listed company that's grown in less than ten years from 10 people to more than 1500 people, and from sales of \$219,000 to more than \$30,350,000. This growth has come entirely from the success of our special purpose computers for typesetting and our series of phototypesetting machines.

Now we've embarked on a major new undertaking—the national marketing of revolutionary electronic typesetting systems for the daily newspaper industry.

These new systems will require an expansion of our sales team. It will demand sales representatives who will be able to make the most of the opportunity and challenge of changing an entire industry.

To become a member of this team you'll need sales or production experience as it applies to dailies. You'll need knowledge of the industry generally, and of competitors' machines. And you'll need the ability to go as fast and as far as our mutual success will take you.

If you're chosen as one of the candidates for this team, we'll provide you with paid orientation and training at our suburban Boston headquarters, a company car and expense account and a prime metropolitan territory full of challenges that Compugraphic's new systems are more than able to meet.

Interested? Then call or write to us right now to arrange for a confidential discussion. We're waiting . . .

Harold Maynard

Regional Sales Manager
1901 N. Moore St., Suite 506
Rosslyn, Va. 22209
(703) 525-1678

Don Kitchin

Pacific Regional Manager
Compugraphic Corporation
1121 San Antonio Road
Palo Alto, Calif. 94303

HELP WANTED

PRODUCTION

SHIFT SUPERVISOR—Offset, morning, daily newspaper. Must know machines, paste-up and supervise and train workers. New equipment. Chance to advance. Tell all in first letter.

Florida Freedom Newspapers, Inc.
Charles H. Fischer, Vice Pres.
P.O. Box 1940
Panama City, Fla. 32401

PUBLIC RELATIONS

DIRECTOR OF PUBLIC RELATIONS at well-known private college for women near Boston. At least 2 years experience in Journalism or other related fields desired. Responsible post with emphasis on good relations with press, faculty and students. Send resume and salary requirements to Box 1234, Editor & Publisher.

SALES

TWO MATERIAL HANDLING SALESMEN for Zones 4,5 and 6. Newspaper mechanical experience desirable but not essential. Resume and salary requirements to Box 1245, Editor & Publisher.

TECHNICAL REPS

Bill Johnson

Regional Sales Manager
Compugraphic Corporation
3166 Des Plaines Ave., Suite 114
Des Plaines, Illinois 60018
(312) 298-5140

compugraphic
CORPORATION

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ADMINISTRATIVE

MANAGER—All departments, all competitive papers. Young, aggressive, successful. Resume. Box 1211, Editor & Publisher.

QUALIFIED in all business and production phases from small to metropolitan. Box 43. Resume on request. Box 1206, Editor & Publisher.

GENERAL MANAGER/AD DIRECTOR. At 31, experience includes management of 19M daily, ad agency, newspaper ad sales and teaching university course in advertising design and layout. Box 916, Editor & Publisher.

CIRCULATION

PROFESSIONAL CIRCULATOR. 25 years experience. All phases. Competitive. Top record. Minimum 25M. I'll get what you pay for. Exchange references if you can afford me. Box 8, Editor & Publisher.

CIRCULATION MANAGER available medium size paper in Zone 2 or 4. Real promoter. Will accept No. 2 position on larger operation. Familiar with country, city, single copy and news. Box 1250, Editor & Publisher.

EXPERIENCED SUPERVISOR seeks to become assistant circulation manager. Black man, family man. 13 years experience in district manager carrier organization. BS in Business Administration. Prefer Zone 8 or 9, cover others. Box 1218, Editor & Publisher.

CLASSIFIED ADVERTISING

JOVEN CLASSIFIED MANAGER. 10 years experience in all phases. Current managing large recruitment, advertising agency. Can show progressive ad publisher how to increase profile revenue and expand into other areas of Classified. Salary range high and well worth it. Write Box 56, Editor & Publisher.

DISPLAY ADVERTISING

ADVERTISING SALESMAN—top self starter—degree—desires position with publisher in Area 1 as Advertising Manager or Sales Manager. Box 1207, Editor & Publisher.

DIRECTOR, small daily. 50, BJouri, \$250. Area 3,4,6. Box 1031, Editor & Publisher.

EDITORIAL

NATURE WRITER, 28, seeks post metro daily. Experience 1 year writer and associate editor for weekly supplement to 2 major dailies; speech research writer, Washington, D.C. U Medill School of Journalism, Northwestern. Box 1266, Editor & Publisher.

EXPERIENCED POLICE REPORTER, with large Midwest daily going to U. Argentina, Chile and Uruguay. ad paper to carry stories. Leaving mid August. Box 1268, Editor & Publisher.

WHAT? HE HASN'T WRITTEN A WS STORY IN 7 YEARS?! True, anxious to get back in fold. Leaving New York City, will relocate in Zone 2, 3 on small or medium size magazine. Hours, salary open. Sports. Male 31, single. Photo. clippings upon request. Availability: September/October. Box 1147, Editor & Publisher.

3 PULITZER NOMINEE and winner of ABA gavel, American Trial Lawyers 1st place award, plus many others. Expert, law, courts, investigation. Experienced all areas. Seek metro daily East-West coast, area more important than salary. Degree, excellent references. Box 1184, Editor & Publisher.

EDITOR & PUBLISHER for July 28, 1973

EDITORIAL

SEASONED EDITOR / REPORTER seeks location Zones 8 or 9 following European sabbatical with family. Experienced with sports and general assignment including crime, government and investigative work. Can handle camera. Have also edited including heads, layout and distribution. Ten years experience. Resume available. Box 1209, Editor & Publisher.

REPORTER CURRENTLY CHAINED to desk wants back out where it's happening. In 4 years as newsmen, have covered sports, police, school board, city government, courts and local politics. Box 1191, Editor & Publisher.

AWARD WINNING reporter, news, wire, picture, city editor. Boxed in now as city editor on 30M daily. Want Zone 8 managing editor spot or equivalent. Capable, non-drinker, 40, family. Box 1208, Editor & Publisher.

AUTO RACING SPECIALIST, award winning photo-journalist, working knowledge of all forms of motorsports. Prefer daily in Florida or California. Contact R. F. Schenck, (201) 774-1472 after 6 PM EDT.

NEWS EXECUTIVE: Currently with large daily. 25 years experience from reporter to editor. Last 12 years directed staff of 100 reporters and editors; decisive, honest, direct with organizational and executive ability and experience. Nationally known and respected. Needs new challenge. Salary high but negotiable. Box 1121, Editor & Publisher.

COLUMBIA COLLEGE June grad desires challenging work in journalism. Experience and drive. Box 1096, Editor & Publisher.

NEWSMAN, 40, with over 15 years reporting experience on metro daily, seeks position on smaller town daily or weekly. Top references from former editors who say he did outstanding job. Looking for position perhaps as reporter but which does or eventually will include responsibilities in editor's area as well as other phases of newspapering. Would like to be involved in total operation, that is. Enthusiastic, imaginative, hard worker. Will relocate wherever opportunity is. Box 1165, Editor & Publisher.

HARD-WORKING JOURNALIST with 2 years experience seeks position. Afternoon daily in Zone 9 preferred. Resume available. Box 1185, Editor & Publisher.

10 YEARS OWNING publishing and editing 10,000+ weeklies and slick news magazine. Seek growing hungry Canadian paper who needs Jack of all, master of many, 38, reliable. Box 1118, Editor & Publisher.

JAPANESE seeks full-time correspondent or stringer position to report in Japan for overseas news media. Box 1113, Editor & Publisher.

WHO SAYS JOURNALISM graduates aren't creative? Try me, you won't be sorry. I do news, features and sports. Call (618) 549-2363.

CREATIVE '73 Marquette University Journalism grad desires public relations or general reporting work in Chicago western suburb. Available mid-September. Resume and samples provided upon request. Box 1129, Editor & Publisher.

PROVEN LOYALTY to single employer, newsmen, BA, seasoned in most phases of small daily — especially managing editor, sports, area, wire work — seeks to broaden horizons on small daily, semi-weekly or wire-desk on larger daily. Box 1182, Editor & Publisher.

SPORTSWRITER, 22, June BSJ grad seeks spot on 25M+ PM. 5 years experience including 2 summers on metro dailies. Zones 1, 2, 8, 5, 7, 8, 9. Available now. Box 1223, Editor & Publisher.

EDITORIAL

YOUNG REPORTER for motorcycle magazine seeks general assignment spot on daily or weekly. Experience in freelance, PR and photography. BA in Political Science-Communications with college journalism experience. Zones 1, 2, 5, 7 and 9. Clips and references available. Box 1148, Editor & Publisher.

REPORTER with experience on 26,000 daily desires more challenging position on larger metro staff. Politics, city hall, legislature, the courts main forte. Dependable pro—8 years experience, college graduate. Box 972, Editor & Publisher.

AUGUST '73 MA grad seeks reporting job. A year's writing experience as graduate assistant. Zones 1 or 2. Box 1221, Editor & Publisher.

WHEN THE INTERNS GO, it's time to hire a pro (General Assignment Reporter). More than 6 years experience in most fields of coverage. Box 1137, Editor & Publisher.

VETERAN NEWSPAPER, wire service reporter, deskman, presently employed, looking for good afternoon newspaper in Southeast with need for editorial, writing talent. Excellent references. Box 1284, Editor & Publisher.

19 YEARS EXPERIENCE—All phases of reporting including sports; copy desk, wire editor and managing editor of small daily. Journalism grad. Consider any phase. Box 1257, Editor & Publisher.

NEWSMAN, 37, seeks spot on weekly or small daily. Broad newsgathering and editorial experience in weekly journalism including photography. MA political science. (703) 527-9141. Paul Sullivan, 3553 Nellie Custis Dr., Arlington, Va. 22207.

BUSINESS REPORTER, 18 years editorial experience, seeks challenging post with trade association. Will travel, relocate. Box 1263, Editor & Publisher.

WRITER, 29, with 7 years in-depth editorial and advertising experience, seeks desk position. Past editorial assignments include copy editor, city editor, news editor, columnist. Extensive layout and editing background. BSJ degree, family, now employed in Zone 5. Write Box 1129, Editor & Publisher.

AMBITIOUS COPY EDITOR now on AM daily seeks to move ahead on PM daily. I'm 36 with 12 years know-how as editor-reporter covering all major beats: Government (village, city, county); courts; sports; and special assignments. Married. Let's get together and equate my expertise to your newsmen's needs. Write Box 1232, Editor & Publisher.

EDITORIAL

AGGRESSIVE SPORTSWRITER versed in all phases of production (3½ years) desires small daily editorship or spot on larger sports staff. Box 1247, Editor & Publisher.

14 YEARS experience in trade, technical, and educational publications updated by MA from University of Texas. Background includes reporting, writing, photography, production, marketing, and editing. Seeking editorial position: available September 4. For a resume listing the 5 W's write: John Suddath, 2021 Guadalupe, Austin, Tex. 78705. (512) 478-9253.

YOUNG J-GRAD seeks slot with daily or weekly. Background includes feature writing, copy reading, layout, makeup on college publications. Now in East, but willing to go anywhere for right spot. Box 1231, Editor & Publisher.

FREELANCE

ROCK SCENE. Articles, interviews or column, from David Bowie to Mor. Good contacts, former editor, 8 years experience. Box 1192, Editor & Publisher.

PHOTOGRAPHY

PHOTOGRAPHER: Metro daily-TV news experience. Dal Bayles, 4431 N. 64th St., Milwaukee, Wisc 53216.

PHOTOJOURNALIST, 28, with 9 years experience on Los Angeles dailies looking for photo-consciousness daily in Zone 9. Write: 14314 Burbank Blvd. #211, Van Nuys, California 91401.

PRESSROOM

FOREMAN LOOKING for position in management. 13 years metropolitan newspaper experience. 13 years Rotogravure pressroom experience, 6 years as foreman. Willing to relocate. Box 1213, Editor & Publisher.

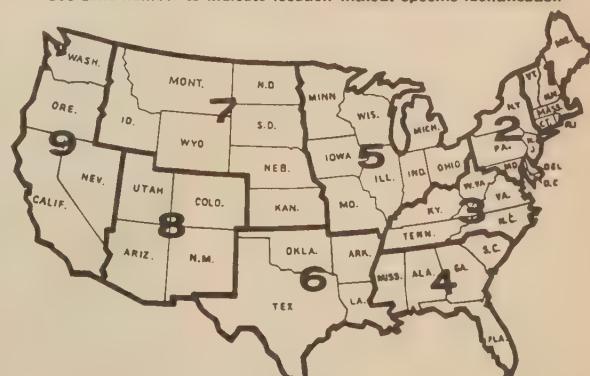
PUBLIC RELATIONS

YOUNG SPORTSWRITER, BS in Journalism and 5 years experience seeks post as college Sports Information Director, Zones 5, 7 or north 8 and 9. Write 217 E. Auburn Dr., Tempe, Ariz. 85238.

COLLEGE, Zone 8 18 years newspaper and Navy public relations experience: press, community relations; in-house information; promotional creativity; special events; educational programs; public speaking; multi-media writing, editing; supervision and management. Degree. Box 1183, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty By Robert U. Brown

Public service and the P.O.

E&P has advocated that Congress should restore the public service aspect of U. S. mails particularly second class which was established to provide the widest dissemination of news, information and opinion to the public at the lowest possible cost. This concept is being ignored by the Postal Service in its ambition to put all classifications on a profitable basis.

Senator Edward Kennedy with Senator Barry Goldwater and 22 other Senators have introduced a bill calling for Congressional endorsement of low second class rates as a service to the public. Some of Sen. Kennedy's comments made to the Senate Post Office Committee recently on this issue follow:

* * *

The trouble began with the Postal Reorganization Act of 1970, which contained a general requirement that the mail should pay its way. Disregarding substantial legislative history to the contrary, the Postal Service is now flagrantly abusing this requirement by employing it as a mandate to reverse an ancient and time-honored tradition in our country, under which ideas and printed words have never had to pay full freight in our national life, at least in terms of the accountants balance sheet.

For two centuries the postal system in America has operated on Benjamin Franklin's basic principle that what we call second-class mail is not really second class at all. It's first class in everything but name, and that's because the printed word occupies such a central place under the First Amendment in our democratic society. Whether you call it a federal service or a federal subsidy, the purpose and tradition have always been the same. Newspapers and magazines pay lower postal rates because we want no serious financial hurdles to block the spread of ideas in our society.

Now overnight, the Postal Service is trying to change all that and destroy this proud tradition. Congress never intended this result, and Congress cannot let it happen. The present increases tell the story—25 per cent a year on the average for the next five years. By contrast, the average previous increase since World War II had been less than 7 per cent a year.

For many respected publications, the present increases may well be a mandatory sentence of capital punishment. The death of *Life* last December can be attributed in large part to the severe burden imposed by the new rate increases. The demise of other popular magazines like *Look* and *Colliers* and the *Saturday Evening Post* in recent years is further testimony to the very real threat the current increases pose to all publication—journals of ideas that have always been a vital source of information, change, and progress in our free society.

It's not just the best known publications that will suffer. The rate increase falls on big and small, rich and poor, right and left

alike. The *National Review* is likely to suffer as heavily as the *New Republic*. Some may die unsung, but many more will leave a void that can't be filled.

The magnitude of the problem is enormous. A wide variety of newspapers, magazines and other periodicals pass through my Senate office every day. I know that the ones that come to my attention are only a tiny portion of those that circulate in cities, towns, and villages across the nation. Their rich diversity of viewpoint is matched only by the threat they face today. Who but Congress can stay the hand of the executioner? Who but Congress can speak for all the daily and weekly newspapers that depend on the mails for their circulation? Or the weekly and monthly magazines? Or the special interest journals—the religious and the educational press, the agricultural and the veterans press, the consumer and the labor press?

It's not just the press that will feel the blow if the current rate increases are actually carried out. We all will bear the burden, especially those of us in public life, at whatever level of government we serve—federal, state or local. Ever since Thomas Paine invented the American political pamphlet in our revolutionary days, the disseminated written word has had vast impact on the development of American society, on the dreams our people live by, and on the laws we pass to make those dreams come true.

The journals of America are not just disseminating soap or toothpaste. They're spreading words and ideas, the coins of truth in our national marketplace, coins that are in such scarce supply today that we can ill afford to lose any of them. The same is true of the thousands of daily and weekly newspapers around the country that depend on the mail to reach their readers, and that serve as the lifeblood of communication in countless small communities across the country, especially in the rural regions of the nation. Surely, we can't afford the wholesale slaughter that the Postal Service has in store for so many of these essential publications.

The crisis is compounded by the involvement of the federal government in the slaughter. It's bad enough that many distinguished publications, especially in our recent past, have now become extinct, gone the way of the passenger pigeon—well known and widely loved journals that succumbed to the unyielding economic reality of red ink, run over by the competition of television, or victimized by changing national taste and the brutal logic of the balance sheet.

But when the heavy hand of government itself intrudes to distort the economic balance, the problem becomes much worse. And that is the situation the nation faces now if Congress does not act to redress the accumulating unfair actions of the Postal Service.

It is often said that the problem isn't serious, because magazines can absorb the rate increases by passing them on to their subscribers or their advertisers. In the view of virtually every economic expert, the large new rate increases simply can't be absorbed that way. They can't be passed on to the public who subscribe. As the subscription rate goes up, an inexorable law of the marketplace drives circulation down. And, the new rates can't be passed on to advertisers either. As the rates for advertising goes up, the advertising revenue is diverted rapidly into rival media, like television.

That's why asking magazines to raise their rates is like asking them to walk the plank. In fact, as the experience of recent years suggests, large numbers of magazines and similar publications are already perched at the end of the plank today. It would hardly take a nudge to knock them off.

The potential death of many of our most worthwhile magazines and newspapers at the hands of the Postal Service is bad enough. But an equally alarming result is the prospect that the unrestrained new rates will drastically accelerate the mushrooming and deeply disturbing industry trends in recent years—trends away from cheap mass audience magazines and toward costly special interest publications. If the new postal rates are allowed to stand, we face the very real danger that television will become the only medium in the country reaching large numbers of our people, while magazines become the exclusive preserve of a small and affluent elite.

TIMING IS EVERYTHING

The best time to sell properties is when the buyers are buying.

Sell now at high prices.

Hamilton-Landis & Associates
INC.

Washington, D.C.: 1100 Connecticut Ave., N.W. 20036 (202) 393-3456

Chicago: 1429 Tribune Tower, 60611 (312) 337-2754

Dallas: 1511 Bryan Street, 75201 (214) 748-0345

San Francisco: 111 Sutter Street, 94104 (415) 392-5671

AMERICA'S MOST DYNAMIC AND EXPERIENCED MEDIA BROKERS



Our low-cost typesetter packs a new punch.

You're looking at the best buy in phototypesetting equipment.

It's the fast, efficient Harris Fototronic 600 system, priced so low any typesetter can afford it.

Six 120-character fonts are stored on one disc. Up to six different faces in six different sizes can be mixed in a line. Pi characters can be inserted at any time. Sets 5 through 24 point.

Our new Harris 600 UJ-6 perforator gives you faster input to the Fototronic 600 photo unit setting type at 50 lines per minute.

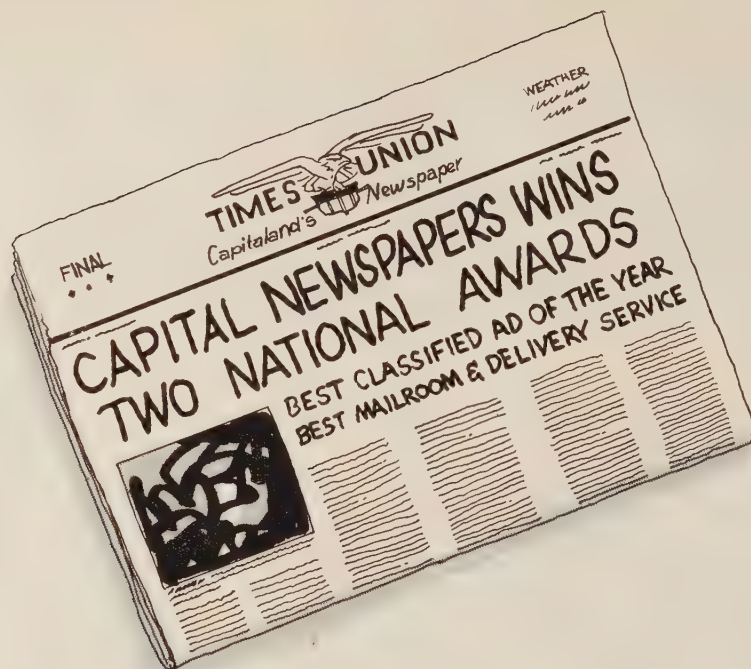
The Fototronic 600 system. It's the type bargain you can't afford to pass up.

Harris-Intertype Corporation, Intertype Division, 215 U.S. Highway 22, Watchung, New Jersey 07060.

HARRIS



Communications and
Information Handling



WE'RE MAKING SOME HEADLINES OF OUR OWN.

Capital Newspapers Group recently won two more National Awards.

ANCAM AWARD. Best classified ad of the year.

ICMA AWARD. Best mailroom and delivery service.

Proud? Yes. Some of the people of our industry hon-

ored us because they felt we've done some outstanding work.

But more important, we felt it's a good indication we're on the right track when it comes to serving our subscribers — all 290,844 of them.

Morning Times-Union 75,439 — Sunday Times-Union 144,888 — Evening

Knickerbocker News-Union Star 70,517.

Subject to audit by Audit Bureau of Circulations.

And we think it's just the start. Capital Newspapers Group. We've never rested on our laurels, and never will.

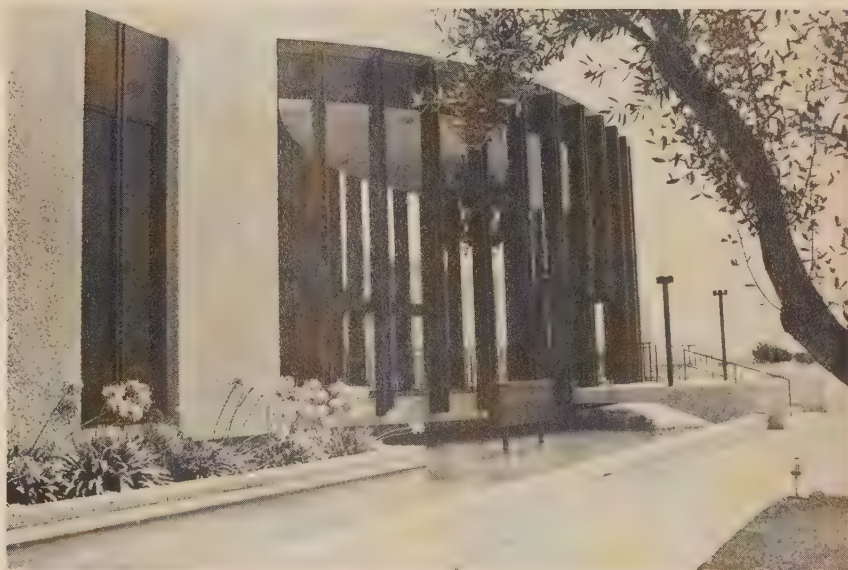
**GOOD NEWSPAPERS
MAKE A DIFFERENCE.**

CAPITAL NEWSPAPERS GROUP

645 Albany-Shaker Road, Albany, N. Y. 12201

Times-Union • Knickerbocker News • Union Star
Represented nationally by Hearst Advertising Service, Inc.

Ridder newspapers are building beyond annual figures . . .



Home of the San Jose Mercury News — reflecting the market it serves

In San Jose, California we're building a market leader

An excellent market and an excellent newspaper go hand in hand. Nowhere is this better illustrated than in San Jose's county (Santa Clara), one of the fastest growing metro markets in the nation. The Mercury and News have played a major role in building the market into the "Money-and-People Capital" of Northern California. The newspapers' efforts have been well rewarded, as the Mercury ranks fourth among morning newspapers and the News third among evening papers in total advertising linage.



Ridder Publications, Inc.

St. Paul, Minnesota
Pioneer Press & Dispatch

San Jose, California
Mercury & News

Wichita, Kansas
Eagle & Beacon

Long Beach, California
Independent, Press-Telegram

Duluth, Minnesota
News Tribune & Herald

Gary, Indiana
Post Tribune

Pasadena, California
Star-News

Aberdeen, South Dakota
American News

Boulder, Colorado
Daily Camera

Niles, Michigan
Star

New York, New York
Journal of Commerce

Grand Forks, North Dakota
Herald

Seattle, Washington
Times*

Walla Walla, Washington
Union-Bulletin
(Subsidiary of Seattle Times Company)

*RPI ownership interest 65% of non-voting stock, 49.5% of voting stock in Seattle Times Company.

AUGUST

- 4-10—115th International Typographical Union Convention, Convention Center, San Diego, Calif.
- 10-11—Newspaper Advertising Executives of the Carolinas Meeting, Royal Coach Inn, Atlanta.
- 12-17—Newspaper Association Managers, Inc., Golden Anniversary Meeting, Jackson Lake Lodge, Jackson, Wyoming.
- 13-16—National Advertising Show, The New York Hilton, New York City.
- 16—Montana AP Editors Association meeting, Big Sky Montana.
- 17-18—Montana Press Association Convention, Big Sky, Montana.
- 19-22—Association for Education in Journalism Annual Convention, Colorado State University, Ft. Collins.
- 26-28—New York State Publishers Association, Otesaga Hotel, Cooperstown, N.Y.
- 26-29—New England Association of Circulation Managers, Basin Harbor Club, Vergennes, Vermont.
- 26-31—Police-Press Relations Seminar, International Association of Chiefs of Police, the Washington Hilton Hotel, Washington, D.C.
- 29—Sept. 1—International Newspaper Promotion Association-European Division, Hotel Zurich, Zurich, Switzerland.

SEPTEMBER

- 7-8—Oregon-Washington UPI Editors Conference, Canterbury Inn, Ocean Shores, Washington.
- 7-9—Ohio Newspaper Classified Clinic, Pick-Ft. Hayes Hotel, Columbus.
- 8—Hoosier State Press Association Advertising Conference, Sheraton Motor Inn, Indianapolis.
- 8-9—North Dakota AP Association meeting, Ramada Inn, Jamestown, N.D.
- 8-12—Canadian Circulation Managers' Association Annual Sales Conference, Holiday Inn (downtown), London, Ontario, Canada.
- 11-14—Newspaper Advertising Executives Association of Canada-Eastern-25th annual Conference, Mount Royal Hotel, Montreal.
- 13-15—PNPA Classified Clinic, Hershey Motor Lodge, Hershey, Pa.
- 14-16—Mid-America Newspaper Conference, Muehlebach Hotel, Kansas City, Mo.
- 14-16—Pacific Newspaper Mechanical Conference, Southern Division, Biltmore Hotel, Los Angeles.
- 14-16—Maryland-Delaware-D.C. Press Association, Summer Conference, Beach Plaza Hotel, Ocean City, Md.
- 16—South Dakota AP Association meeting, Holiday Inn, Aberdeen, S.D.
- 17-20—Knight Newspaper Seminar, "Training, Developing and Evaluating Your Employees," Miami.
- 20-22—Interstate Advertising Managers' Association & New York Advertising Managers' Bureau joint meeting, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
- 21-23—Illinois AP Editors Association meeting, The Hilton, Peoria, Ill.
- 21-23—Indiana APME fall meeting, Holiday Inn, Interstate 65, Lafayette, Indiana.
- 21-23—New England Press Association annual fall convention, (joint NYPA and NEPA meeting), Lake Morey Inn, Fairlee, Vermont.
- 22—Minnesota AP Association meeting, Holiday Inn, Fergus Falls, Minn.
- 22-25—Southern Circulation Managers' Association Annual Convention, Hilton Hotel, St. Petersburg, Florida.
- 24-26—INPA Southern Regional conference, Hyatt House, Houston.
- 26-29—Pennsylvania Newspapers Publishers' Association Annual Convention, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
- 27-29—Southern California UPI Editors' convention, Palm Springs, Calif.
- 28-30—Advertising Executives Association of Ohio Daily Newspapers sales clinic, Pick-Ft. Hayes Hotel, Columbus.
- 30—Oct. 3—INPA Eastern Regional conference, Colony Resort, Atlantic City, N.J.

OCTOBER

- 4-7—Women in Communications, Inc., Annual National Meeting, Benson Hotel, Portland, Oregon.
- 7-10—UPI Editors & Publishers Conference, Camino Real Hotel, Mexico City.
- 7-10—INPA Western Regional conference, Washington Plaza, Seattle.



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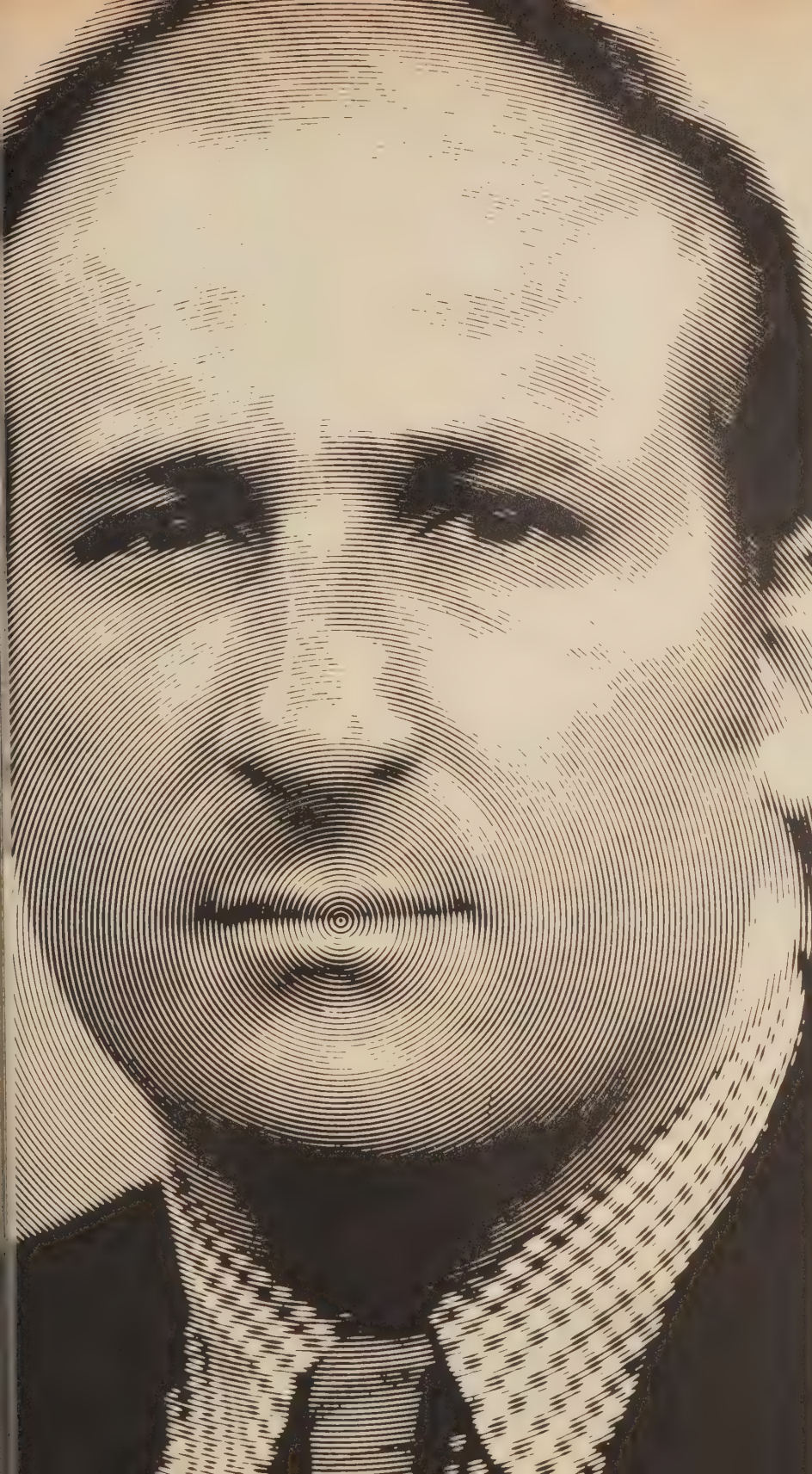
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BUFFALO EVENING NEWS

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CATCH-lines

By Lenora Williamson

FEEDING HABITS OF THE FOURTH ESTATE may well be the worst in the world, laments Barbara Gibbons, the syndicated Slim Gourmet columnist. "It's not printer's ink that ruins the newsroom, it's coffee and pastry," she says in a piece about the high mortality rate of journalists and suggests that stress of constant deadlines, lack of exercise ("... the working journalist battles corruption mainly from a sitting position . . ."), smoking, and a lousy diet all contribute to the profession's hazards.

"... Once the journalism grad lands his first job he forgets forever the concept of three square meals a day. On succeeding days he may send out to the greasy spoon, skip lunch altogether, or chow down at some meeting or function he's covering . . ."

* * *

"IT'S INTERESTING THAT SO MANY Watergate witnesses, who in the past denounced the press as 'fabricators,' pleaded during the hearings, 'I didn't know about it until I read it in the papers.'"—Jack Rosenbaum, *San Francisco Examiner* columnist.

* * *

BY ANY OTHER NAME—The promotion ads have started, and that means it's almost time for *Dallas Times Herald* sports writer, Frank Luksa, to pick up and head West with the Dallas Cowboys. A year ago at this same point in time, the promo department used Luksa's name to plug his stories: "Lotsa Luksa, Cowboys." This year it's "Lukas to the Cowboys." But, explains fellow sports writer, Bob Galt, this is Lukas's last year on the Cowboy trail. The promotion folks say they've done all they can with the name Luksa and have asked that he be replaced, preferably by someone named Goin. Then, they can get new promo slogans, beginning with the kickoff, "Get Goin with the Cowboys."

Frank has plans to change his name to Normandy Dunkirk. "Let's see our promo folks do something with that."

* * *

HEADY HEADS—For that neat story by *Detroit Free Press* writer John Griffith about the fellow who used a stolen credit card one time too many and was trapped in the middle of an automatic car wash by the manager who recognized him, the headline read, "Clean Getaway Foiled." In the successful escape department, the *Los Angeles Times* ran a Rio de Janeiro UPI story about the fellow who, having run away from home at age 6, returned 37 years later and was given a job at the parish church. After four weeks, he ran away again, taking the monthly payroll with him. The headline, "Prodigal Returns and Steals Away."

* * *

WHILE REPORTER SONYA GRAY, working on the city desk of the *Providence (R.I.) Journal*, was answering routine phone calls as smoke swirled around from a fire in the building's elevator shaft, she got a call from a fellow asking about a fire in nearby Newport. "I told him I couldn't help him at the moment, that the Journal Building was on fire, and I asked him to call back. His response was, 'You've got to be kidding,' I told him I wasn't." Journal Photographer Michael Kelly documented the scene of Sonya talking with associate editor James K. Sunshine as smoke fogged the background area.

* * *

PICK UP THE PHONE—In Golden Buchmiller's newsletter to his *Salt Lake City Deseret News* correspondents was this note: "If a public official is trying to keep information from you follow the example of Bill Heaton, St. George. Bill was trying to get a local judge to show him a complaint charging a Utah Highway patrolman with stealing meat. 'I don't think I have to show it to you,' the judge said. Bill answered, 'I think you do and we're going to call the attorney general right now to see what he says.' The suggestion was enough . . ." Bill saw the complaint and broke the story. Here's the attorney general's phone number, added Goldie, should any other reporters run into the same situation.

EDITOR & PUBLISHER for August 4, 1973

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This is the book that tells how to succeed in Portland, Oregon. A city with the kind of media isolation, and the kind of typicalness, that test marketers dream dreams of.

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And you'll find our book goes well beyond standard information sources. It even lists retail food and drug outlets, with names of key people in each organization.

Our book also notes that the Oregonian/Oregon Journal buy covers 83% of the Portland market.

Isn't that interesting?

Richard K. Millison
Marketing Department
The Oregonian/Oregon Journal
Portland, Oregon 97201

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Editor & Publisher

• THE FOURTH ESTATE

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James Wright Brown
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Audit Bureau
of Circulations
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6 mo. average net paid June 80, 1973—25.271
Renewal rate—75.18%

Postal rate bill defeated

H.R. 8929 which called for Congressional endorsement of low second class postal rates as a service to the public was defeated last week before it had a chance to get to the House floor. In a close vote of 202 to 180, members of the House took the rare action of rejecting a Rules Committee resolution which would have brought the proposal up for full debate.

The lack of unanimity among publishing groups on this issue, which should be a matter of national policy as it was prior to the Postal Reorganization Act of 1970, amazes us. The American Newspaper Publishers Association supported the measure as did the magazine publishers. But the National Newspaper Association, which claims to represent 6,500 weeklies and small dailies, opposed it. The American Business Press which represents many second class business publications, as well as many controlled circulation trade papers, did not support it.

This house-divided, in our opinion, is responsible for a complete lack of understanding among Congressmen of the issues involved.

Senator Kennedy commented to the Senate Post Office Committee (E&P, July 28, page 36) about a similar bill: "It is often said that the problem isn't serious, because magazines can absorb the rate increases by passing them on to their subscribers or their advertisers. In the view of virtually every economic expert, the large new rate increases simply can't be absorbed that way. They can't be passed on to the public who subscribe. As the subscription rate goes up, an inexorable law of market place drives circulation down." Kennedy might well have included newspapers in that statement.

Contrast those words with the following:

"The bill is labelled . . . as the Educational and Cultural Postal Amendments of 1973. As we stated . . . it is educational only as a lesson in raiding the Treasury. It is cultural to the extent of its cultivation of special interest groups." Cong. Gross.

"The bill is mislabelled . . . when it is, in fact, a 'fat cat' subsidy bill for the for-profit mailers of the U.S." Cong. Saylor.

"It simply does not make any sense for the taxpayers of this nation to raise the ante and dish out more dollars to subsidize those who are already doing rather well financially . . ." Cong. Hechler, W.Va.

The thrust of this legislation is to provide the widest variety of information, news and opinion, to the *public* at the lowest possible price. That was the reason for establishing a second class mail category in the first place. But the legislators mentioned above, and others, look only at the profits of the large publishing companies overlooking the fact that it will be the thousands of small publications and their readers that will be most seriously affected by the increases in mail rates.

There is need for this legislation. There is still some hope that it will be re-introduced. During the next month Senators and Congressmen will be home during their recess offering a good opportunity for publishers to tell them the facts and gain their support. The alternative will be fewer journals available to the public at higher prices.

The Oldest Publishers' and Advertisers' Newspaper in America

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Book review

By Hillier Krieghbaum

William L. Rivers and Michael J. Nyhan (editors), "Aspen Notebook on Government and the Media." Praeger Publishers, New York, N. Y. Cloth cover, \$15; paperback, \$3.95.

The Aspen Program on Communications and Society assembled a series of discussion sessions last August and last month the results were released with overtones of a mini-Hutchins Commission report on what might be done about the media.

Included along with massive excerpts from the conversations and from the working papers that launched discussions on each of the six main topics was an "Epilogue." Called "A Summary of the Principal Issues, Proposals, and Alternatives of the Aspen Workshop," it followed much of the pattern of the Hutchins Commission's proposals more than quarter century ago. However, the Aspen report editors—Prof. William L. Rivers of Stanford and Michael J. Nyhan, who coordinated the Aspen sessions—avoided the pitfalls of a monolithic presentation of recommendations.

Virtually all of the points that apply for newspapers, such as shield legislation, a national news council, use of unattributed backgrounders, and a "fairness doctrine" for print media, have both alternative proposals plus statements of opposition viewpoints.

Six points gain favor

Six points on which there was no reported opposition were:

Proposed congressional study of "the corporate and estate tax structure that encourage conglomerate ownership."

Possible establishment of a Communications Academy "to recognize and build a fellowship for those who achieve high standards" in press performance and prizes and fellowships as rewards for "those who work carefully and thoroughly for years" as well as those who get spectacular "news scoops."

Identify sources of news "supplied by persons or organizations outside the staff of the broadcaster or newspaper" and clearly distinguishing advocacy and independent investigatory journalism from "allegedly objective reporting."

Media should develop "anticipatory journalism" or reporting before an event has happened so that it "will involve citizens in the decision-making process."

Development of better "systems study" of U.S. media "to define the effects of governmental and other actions throughout the system." It was argued, "Sound public policy should be informed by sophisticated analysis." Although not cited in the "Epilogue," Jack Valenti, president of the Motion Picture Association, was quoted in the text as remarking, "It will not be enough to make an econometric model or do a bunch of studies, even though those are needed."

Need for extragovernmental institutions with "expert resources to serve as a check on governmental policy-making in this highly sensitive area."

A point stressed during many of the discussions was that the media had not done a good job in telling the public about their own operations. Lee M. Mitchell, communications law attorney, said in one working paper: "If a good reporter knows a poor job of reporting when he reads or hears one, if an editor is painfully aware of the financial, space, and time limitations on the amount of hard news he can collect our use, the public ought to be let in on the secret." Roger Fisher, Harvard law professor, in another working paper put it: "The press serves as a watchdog on the government but rarely on itself. The most important public activity about which the press fails to provide information is the press."

Although there were various adverse criticisms of Nixon Administration actions regarding the media, Prof. Ithiel de Sola Pool of Massachusetts Institute of Technology wrote in one presentation on government-media relations:

"The notion among some newsmen that the press can be at one with the people in combat with the common enemy, the government, is a self-destructive delusion. More often in a democracy the government is the true expression of the nation's feelings. . . . If the press is the government's enemy, it is the free press that will end up being destroyed."

"In short, the press must establish for itself the same sort of defense that Adam Smith established for business. It must identify and seek to establish such a social structure as will enable a free press to be a nation-building, consensus-forming institution that rallies the people behind shared national goals. It cannot be just a critic."

In a footnote, Pool said that during and since the 1972 presidential campaign some newsmen seemed to be changing their attitudes and he added, "Freedom of the press is in danger as the combat gets tougher." As Pool probably would concede, the media's even more recent role in Watergate has again shifted a turbulent situation.

Credibility urged

Regarding a national press council or institute, arguments were made that it could be "a body with no axe of its own to grind except that which is regarded by its expert members as the best means to achieve an improved press function." This, it was said, arose since "the press has become one of our more arrogant institutions, often too quick to reject legitimate criticism and too eager to portray its constitutional protections as certification of a superior competence." Council opponents' views were summarized, "The media should live or die by their own reputation for credibility. They need no council to serve as the public's surrogate or to act as buffer in conflicts with the government." Other opposition cited a need for local and regional experience before going national.

Some participants advocated more attention to "the substantive pros and cons of government policy" as against action

aimed at image-building. Others said such presentations should be made on editorial pages. Still others argued, "A reporter's task is to give the complete story as best he can; his mandate does not include separating out those actions that are done for 'good press' or 'good public relations.'"

Although an apparent majority of those attending favored a stronger Freedom of Information Act and greater declassification of documents, the argument was made, "There is no story in Washington that a good reporter cannot uncover. These proposals (for a quasi-independent policy agency to maintain oversight on government secrecy) would create a sizable new bureaucracy of very limited effectiveness."

A federal shield law was called both "needed" and "unwise at this time," depending on who was commenting. Prof. Alexander Bickel of Yale, who represented *The New York Times* before the U.S. Supreme Court, said, "The idea that reporters are in some sense above the criminal law . . . is a pernicious idea. But they perform a function that should be protected. That is the issue before us." Bickel also said that some of the media themselves were at fault for the Earl Caldwell decision because they insisted on absolute privilege rights and that statutes were not the best way to handle the problem.

* * *

Charles Brooks, editorial cartoonist for the *Birmingham* (Ala.) *News* and a past president of the Association of American Editorial Cartoonists, has edited a volume entitled "Best Editorial Cartoons of 1972: A Pictorial History of the Year."

The book, published by Pelican Publishing Co., Gretna, La., \$7.95, features the works on major issues of 1972 by 110 editorial cartoonists—nine of them Pulitzer Prize winners—representing newspapers, magazines, television stations and cartoon syndicates.

Brooks said this is the first time a work of such scope has been presented, with cartoonists throughout the nation invited to submit their "best" efforts. It is anticipated that this will be the first volume in an annual series.

Brooks believes the "Best Editorial Cartoons" series, in addition to being significant now, also will serve to supplement history books of the future. "People will be able to look back through this and see what the major issues of a particular year were and get an idea through the cartoons of how opposing sides thought."

The forward to the book is authored by Scott Long of the *Minneapolis Tribune*, a founder and past president of the AAEC.

The book leads off with reprints of the year's three major prize-winning cartoons: Jeffrey MacNelly's Pulitzer Prize winner, Hugh Haynie's cartoon which won the Sigma Delta Chi award, and Jacob Burck's offering which copied the National Headliners Club award.

Then come 20 chapters on topics of national interest which drew reactions from cartoonists—categories such as 1972 campaign politics, Vietnam, Kissinger's travels, Watergate-ITT, crime and the courts, the shooting of Gov. George Wallace, the economy, women's lib, skyjackings, pollution, busing and others.

Growing Up in New York City

Every great city is made up of neighborhoods, and New York is no exception. New York's neighborhoods are places like Laurelton, Fordham Heights, New Utrecht, Yorkville, New Brighton. Some of the city's neighborhoods are great. Some not so. But when you grow up in New York, you have one thing in common with other New Yorkers: You learn fast. And there's plenty to see and do.

The Bronx Zoo is the world's largest, and world famous. Non-New Yorkers might not know it, but the other boroughs also have their own zoos. Like the one in Queens with its children's farm. The city's great airports are also in Queens. Kennedy International, employing over 43,000 people, is the world's largest air cargo center and handles 75 per cent of U. S. passenger traffic with Europe.

The massive airport, the skyscrapers

of Manhattan, the traffic's roar, the fierce competition, the fast pace and the little zoo in Flushing are part of the life of the city. All are part of a complex of things that help make New York a national center, the capital of the nation's finance, communications, advertising, publishing, music and art...and so much more.

It's a great city in which to grow up. For well over a century, The New York Times has been watching the city grow. If there's one thing we've learned in those years, it's not to sell New York short. We know New York as well as anybody. We think we sell it better than anybody. New York is our great, big backyard.

The New York Times

First in Advertising in America's First Market.

Flushing Meadows—Corona Park, Queens



Court exempts editorial writers as Guild members

The 10th Circuit Court of Appeals in Denver, Colorado has ruled that editorial writers should not be members of the Newspaper Guild.

The July 2 decision of the three-judge panel came on an appeal of a National Labor Relations Board ruling in the case of Dorothy Wood, an editorial writer for the *Wichita (Kan.) Eagle and Beacon*.

Wood had been active in Guild activities following its certification in January, 1971. The newspaper later transferred her to the Sunday magazine, contending that she also held a position of leadership in the Women's Political Caucus, which detracted from her objectivity.

Case background

The Guild charged the newspaper with transferring Wood because of her union activities. The newspaper denied this, saying that her transfer was due solely to her political activities. A NLRB field examiner ruled against the paper, and the decision was upheld by the board itself. The newspaper was ordered to reinstate Wood on the editorial page and that she be given back pay.

The newspaper appealed the decision to the appeals court and argued the case on March 29. The paper argued that editorial writers should not be guild members, because they are too closely aligned with management.

The court agreed saying: "To hold that a person involved in the formation of editorial content is not aligned with management would come perilously close to infringing upon publishers' First Amendment guarantees of freedom of the press."

Voice of management

The court cited the newspaper's system of formulating editorial policy. A daily morning conference is held between the paper's two editorial writers, editorial page editor, and publisher, at which time ideas are introduced and banded about, by all participants. Following the meeting, the three editorial page employees further discuss ideas and assignments are given. The editorial page editor must approve all editorials before sending them to the publisher, who has final approval.

Under this system, said the court, Wood was "an active participant in formulating, determining, and effectuating the newspaper's journalistic policy." The daily conference, continued the court, "attests to the relationship between the writer and management," in which the editorial writer could propose topics of editorials, propound her own viewpoint in an attempt to influence editorial policy, and

be an integral participant in proposing subjects for the newspapers voice."

The Guild had based its case in part on the 1937 U.S. Supreme Court decision of *Associated Press vs. NLRB* (301 U.S. 103). The appeals court said that the decision, which involved an AP news editor, was not applicable to this case. The court contrasted the position of the news editor, who is responsible to a filing editor, supervisory news editor, and executive news editor; with Wood, who is responsible only to the publisher and editorial page editor. The court said that regardless of the appellation, the AP hierarchy was different from the newspaper's.

Eldon Case, personnel manager of the *Eagle and Beacon*, lauded the decision as an "important step toward freedom of the press." He said he expected, because of the importance of the decision, that the Guild would file an appeal with the Supreme Court.

Guild debates candidate endorsement

The Newspaper Guild's controversial endorsement of Senator George McGovern for President was an issue at this year's convention in Vancouver, British Columbia.

An attack by Guild president Charles Perlik Jr. on President Richard Nixon and his economic policies highlighted the start of the convention July 30 by leaders of the 32,000-member group.

Joining Perlik in his defense on the Guild's International Executive Board endorsement action last year was International Guild chairman James B. Woods, a *St. Louis Post Dispatch* copy editor.

He said: "and what about our own employees, the publishers? They don't hesitate to endorse the candidate of their choice, even if it is usually the wrong candidate."

"Last year they overwhelmingly endorsed Nixon. More than that: lest we forget, it was a publisher, Francis L. Dale publisher of the *Cincinnati Enquirer* who was a founder and chairman of CREEP, the Committee for the Re-Election of the President, about which we have been hearing so much lately. And, lest we forget again, when the guild twice endorsed Franklin Delano Roosevelt for re-election for his third and fourth terms—the world didn't come to an end. Neither did our union."

Woods asked the convention delegates: "Why does a guild endorsement put a shadow on a reporter even one covering politics? Not in my book. No reporter

The U.S. Supreme Court has under review a district court decision in the case of William F. Buckley Jr., editor and owner of *National Review* magazine and M. Stanton Evans, editor of the *Indianapolis News*, who both appear on programs broadcast by the Columbia Broadcast System. The U.S. District Court for the Southern District of New York ruled that they did not have to become AFTRA members as a condition of broadcasting and appearing on other programs (E&P, Feb 10, 1973). The court did not rule compulsory union membership was unconstitutional.

As an example of what effect compulsory membership may have on commentators, the district court cited the Newspaper Guild's endorsement of a candidate for President in the 1972 election. The court said a "political philosopher . . . must of necessity have the importance attached to his views nullified if it be known that he is a member of an organization which is raising money for contrary positions, or taking adverse stands."

AFTRA had argued that commentators are not entitled to exceptional treatment as regards First Amendment freedoms, merely because their profession happens to be expressing opinions.

worthy of the name would distort or falsify a story because of action his union took. The Guild and its members are not political eunuchs. There is a duty to participate in public affairs—and that encompasses the political scene."

Not all delegates at the convention agree with the McGovern endorsement action and the dispute will be put to a vote at the concluding sessions August 2 and 3.

Guild leaders unveiled a model pension plan for future contract negotiations seeking portability (allowing an employee to take his pension credits with him when he transferred from one guild-covered job to another) and allowing retirement after 20 years service at any age. Howard Young, former senior actuary for the United Automobile Workers, has replaced Joseph H. Daoust, the guild's consultant since 1956, as new pension consultant.

In a series of meetings closed to the press, collective bargaining, finance organizing, equal rights in the newspaper business, and constitutional changes were examined.

One delegate said the collective bargaining committee agreed to ask the convention to approve establishment of a national committee on automation and technological change.

The committee would take part in conferences and meetings with other international unions and keep the Guild up to date on technological changes.

The committee also discussed a pro-
(Continued on page 25)

Stricter controls are put on British press by Lords

By Edwin Roth

Five Lord Judges in the House of Lords, who together carried out the House of Lords' function as Britain's Supreme Court, have decided in a final verdict that publication by the *Sunday Times* of an article reporting how thalidomide was advertised and sold in Britain would be "Contempt of Court" until all legal actions against its British producers, the Distillers Company, are concluded.

For "Contempt of Court," British editors and journalists can be jailed an indefinite time.

According to this final House of Lords verdict, it would be "Contempt of Court" if the *Sunday Times* or any other British news media would report now what was said about thalidomide before German and Swedish courts. Until all legal actions against the Distillers Company are concluded, no one in Britain may report what advertising was done in Britain by the Distillers Company to convince doctors and patients that thalidomide, which terribly crippled unborn children in the womb, was "absolutely safe."

The *Sunday Times* article contained facts about evidence given before German and Swedish courts, and facts about the Distillers Company's British advertising of this disastrous drug.

Automatically law

The Appeal Court had decided that the *Sunday Times* should be allowed to publish this article immediately. But the Attorney-General, Sir Peter Rawlinson, a cabinet minister of Prime Minister Edward Heath's Conservative government, appealed to the House of Lords, demanding that this article should be considered "Contempt of Court."

Appeals to the House of Lords are permitted only if a principle of the greatest legal importance is at stake. The House of Lords function as Supreme Court is always carried out by five judges who are Lords, and their decision automatically becomes law. (All other Lords can attend the trials in their own seats, but don't participate.)

On September 24 last year, the *Sunday Times* began with a long article, a campaign to force the Distillers Company through public pressure to give more than 400 British children terribly crippled by thalidomide more than its "definitely final" offer of £3 million. The Distillers Company, which is the world's biggest producer of Scotch whisky and gin, had in the previous year made a profit of £64 million—and in these circumstances offering £3 million for the crippled British thalidomide children was ridiculous.

But the parents of only five children—all of them very prosperous—refused to accept the "final" £3 million offer. All other parents were prepared to accept the £3 million because they desperately needed the money, and could not afford endless

legal battles against the enormously wealthy giant corporation. When the *Sunday Times* began its campaign, the legal battle had already lasted for more than eleven years!

Two of the five House of Lords judges have now declared that even the first article with which the *Sunday Times* started its campaign was "Contempt of Court."

Press pressures

The *Sunday Times* put very great moral pressure on the Distillers Company. Other British newspapers also began to demand that the Distillers Company should voluntarily offer the children more.

When a High Court injunction stopped further *Sunday Times* articles, several House of Commons parliamentarians refused to obey the House of Commons rule against mentioning anything connected with any "Sub Judice" case. The Distillers Company was fiercely attacked in the House of Commons by Labor parliamentarians using facts provided by the *Sunday Times* research. Under parliamentary privilege, these attacks in the House of Commons could be freely reported in Britain and throughout the world.

A boycott of Distillers Company products began. A British poster printer secretly printed an immensely damaging high quality poster showing the much-advertised Distillers Company bottles together with the word "Thalidomide" in enormous red letters. This illegal poster was secretly posted by students—and was a nightmare for the Distillers Company.

Only as a result of all this pressure, which was started by the *Sunday Times*, the Distillers Company then increased its "definitely final" offer to the children from £3 million to £26 million.

Almost all parents have accepted this offer. The few legal actions still running, because of which the House of Lords stopped the *Sunday Times* article, concern technical details of the money's future distribution.

But in fact, the Conservative government's Attorney-General was not mainly concerned about whether the *Sunday Times* should print its now irrelevant thalidomide article now or later. The verdict which the British government demanded and got from the House of Lords is that British news media cannot report or comment about "Sub Judice" matters.

Until now, the reason for the uniquely strict British "Sub Judice" law was always accepted to be that ordinary jurors should not be influenced before or during the trial. But in this case, it was certain—all participants had agreed—that all the legal actions against the Distillers Company would be heard only by High Court judges without juries, because the evidence was entirely technical and very complicated.

The House of Lords verdict about the *Sunday Times* article is gross contempt of High Court judges, because the five Lord Judges have officially expressed their opinion that the decisions of High Court judges can be influenced by what the news media publish outside the trials.

One of the five Lord Judges who decided about the *Sunday Times* article, Lord Diplock, is the chairman of the Security Commission which recently issued a whitewashing report about the callgirls scandal involving ministers of Edward Heath's government. About this callgirls scandal, many factors of which are becoming increasingly strange, nothing can be reported in Britain, and no comments about it can be published in Britain, until all legal actions against a prostitute and her procurer-husband are finished. These actions will take many months.

Other scandals

Also totally under the "Sub Judice" law are now the gigantic national scandal about corruption in British local administrations and the scandal in London's international telephone exchange whereby a criminal conspiracy between many employees in several departments and hotel employees many hotel guests were systematically robbed by being overcharged large sums. These two scandals, about which British news media are now gagged, are typical of today's Britain.

Agreeing to their government's wish, the five Lord Judges have put Britain's news media under a very severe censorship. The Labor Opposition Leader Harold Wilson has publicly protested against this, and has demanded that the "Contempt of Court" law should be changed. Wilson said that if the press is gagged in this manner, parliamentarians would not get material for informed debates—such as the *Sunday Times* provided for the debates about thalidomide and the Distillers Company.

Any crook who has reason to think that his crimes might be exposed in British news media now needs only to sue someone for libel—a phony legal action against an accomplice would be enough—to ensure that for years nothing could be published about his crimes. As the *London Times* pointed out in an editorial, under this British law as now interpreted by the House of Lords, nothing could have been published in Britain about the My Lai massacre if Lieutenant William Calley had thought of suing anyone in Britain for libel.

In that case, it also would have been illegal for British news media to report anything about Calley's court-martial in the United States until after the end of his libel action in Britain—just as the *Sunday Times* is now prevented from publishing the evidence about thalidomide given in German and Swedish courts.

But the same British law, and Britain's Official Secrets Act, make it impossible that any big British scandals could cause the British government the sort of embarrassment suffered by President Nixon through Watergate. Any British Watergate scandal could be covered up by the Official Secrets Act, and by "Contempt of Court."

Viet war trial judge puts gag on news sources

By Margaret Cronin Fisk

Judge Winston E. Arnow, presiding over the Gainesville Eight Vietnam veterans case, has imposed a gag rule prohibiting all persons involved with the case from discussing the case with reporters.

Arnow's gag rule prohibits the defendants, their attorneys and "all persons in active concert or participation with them" to discuss the case. Arnow said the rule affects all potential witnesses and members of the Vietnam Veterans Against the War (VVAW) who are not on trial.

The Gainesville Eight are seven anti-war combat veterans—members of the VVAW—and one supporter who are charged with conspiring to disrupt the Republican National Convention in Miami in 1972.

Judge Arnow's rule also limits the number of reporters who can cover the trial and prohibited the sketching of trial scenes—even from memory.

The rule was handed down July 12 with an evidentiary hearing held this week at the request of the press. The judge substantially upheld the rule with slight modifications.

Dan Paul, lawyer for the *Miami Herald*, 10 New York Times corporation papers in Florida, the Reporters Committee for Freedom of the Press, and other Florida media, said Arnow, while still limiting press passes to the court room agreed to simultaneous transmission of the case to the court press room.

Paul said Arnow also clarified his gag rule by saying "the order did not apply to the press directly." Paul said the gag rule prevents people involved with the case from talking to the press, but Arnow said the press could talk to those involved.

"It's a distinction without a difference," however, Paul said. "The press is free if people will talk to them." Reporters will not be cited for violation of the order—their sources will.

The possible danger in that distinction was evident, however, later in the week. VVAW members held a press conference Tuesday afternoon, which they termed a direct violation of the gag rule. Reporters covered the press conference, identifying by name VVAW spokesman Bart Savage and published reports.

Before filing his story *Miami Herald* reporter Robert Shaw asked Judge Arnow what he intended to do about the press conference. The judge then requested Shaw to testify about the conference—that was said by whom. Shaw refused to answer questions without a lawyer present. The judge agreed, then ordered Shaw to appear in his chambers at 9 a.m. Wednesday to discuss the press conference.

Shaw appeared with Paul as his lawyer. Paul said "Shaw declined to testify because to do so would shut off his news sources" and because testifying would be "violation of his First Amendment

rights." Paul said Judge Arnow did not press the matter.

However, later in the day two FBI men "asked Shaw to come with them to their office for an interview" about the press conference. Again Shaw refused, on advice of counsel, standing on First Amendment rights to protect his sources.

Another Florida reporter, Will Corbin of the *Gainesville Sun*, was also approached. Paul said Corbin "didn't have attorney's advice and submitted to an interview by the FBI about the VVAW press conference."

Paul said the press is in a difficult position—as far as appealing the gag rule is concerned. Since Arnow has ruled that the provision does not apply to the press—just defendants, attorneys, witnesses, prospective witnesses, and supporters—these others will have to appeal the ruling. The press does "not have a direct appealable situation," Paul said.

The defendants and their supporters have filed appeal but have been thus far unsuccessful.

One of the provisions of the gag order prohibited sketching. CBS News was cited for contempt by Arnow when the network's artist, Aggie Whelan, violated the sketch ban and drew scenes from memory of the pre-trial hearings. The drawings were subsequently broadcast on CBS. Arnow said sketching trial scenes—even from memory—was similar to someone using a telephoto lens to take photographs of courtroom scenes from outside the court.

CBS has appealed the contempt citation to the Fifth U.S. Court of Appeals. The appeals Court has set aside the sketch ban pending decision on the contempt citation. NBC has also appealed the sketching ban.

However, Paul said "I don't know why CBS took such a limited appeal" by seeking to strike down only the sketching ban and not the limit on reporters or the gag on persons involved with the case.

Phil Lehman of the Reporters Committee for Freedom of the Press said the judge's limit to 5 reporters will be enforced by the U.S. marshal for that court. He said that the North Florida chapter of Sigma Delta Chi had been asked by the marshal to select which reporters would be admitted to the trial. "We protested their (SDX) participation but the last I heard they were still going to select who could cover the trial."

Virginia Press Women admit 5 male members

Five males were accepted by the Virginia Press Women as members on July 29. The first male members of the organization are: Norman K. Coder, copydesk chief, *Richmond News Leader*; George T. Crutchfield, chairman, department of mass communications, Virginia Commonwealth University; Joseph W. Dunn, managing editor, *Norfolk Virginian-Pilot*; Robert Gallimore, bureau chief, Associated Press; and Ed O. Meyer, executive manager, Virginia Press Association.

Blacks ransack paper; charge murder coverup

The *Middletown* (N.Y.) *Times-Herald-Record's* Monticello bureau was ransacked by a group of 30 blacks who charged the paper with trying to whitewash an incident in which a local patrolman allegedly killed a Puerto Rican poultry worker.

Bureau Chief William Lowry was struck, knocking his eyeglasses off, papers were strewn around and staff members were not permitted to use the telephone to call the police during the early minutes of the occupation.

Reporter Peter Kutschera leaped out a back window to summon police. By the time the police arrived, however, Lowry had calmed down the crowd and he asked the police to leave.

Lowry told the gathering that the paper was not intending to whitewash the incident. Lowry noted that while the incident happened on a Friday night, the poultry worker did not die until the following Monday. The newspaper did not learn of the incident until after the worker died, Lowry said.

The group stormed the newspaper office only hours after the death; they had earlier confronted the Chief of Police and District Attorney seeking action against the patrolman in question. The patrolman was suspended but no charges are yet pending against him in the case.

Glenn Doty, *Times-Herald-Record* managing editor, said the ransacking incident "might have gotten nasty" if the bureau chief had not done "a remarkable job of convincing them that forcing themselves on the paper was not a proper route to take."

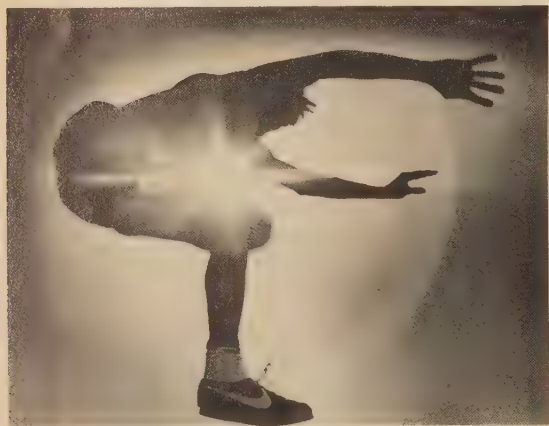
Doty said the paper has not had previous problems in relations with minority citizens. Doty said the blacks came to the newspaper office because "they felt we could help them."

The situation calmed down, he noted, as soon as the crowd was assured that the paper had no intention of "covering up" the incident. The paper is not pressing charges against the people involved.

During the occupation a tape recorder and portable radio belonging to one reporter was discovered missing. A camera was taken, but Doty said he believes this was returned. The losses were reported to police.

Postal relief bill is rejected by the House

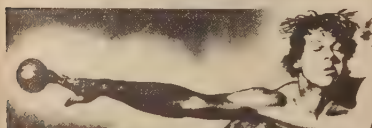
The U.S. House of Representatives rejected by the vote of 202-180 a Rules Committee resolution to consider H.R. 8929, the bill which would have granted some postal rate increase relief to second class mail users by modifying the required rate-making formulas and policy. The proposed bill was supported by the American Newspaper Publishers Association and opposed by the National Newspaper Association.



Photographers score with sports pages—

Some sparkling approaches to sports picture pages are evidenced in the new category just added in the National Press Photographers Association regional monthly "clip contests." Excerpts from picture pages in western region papers are shown here.

On to the CIF



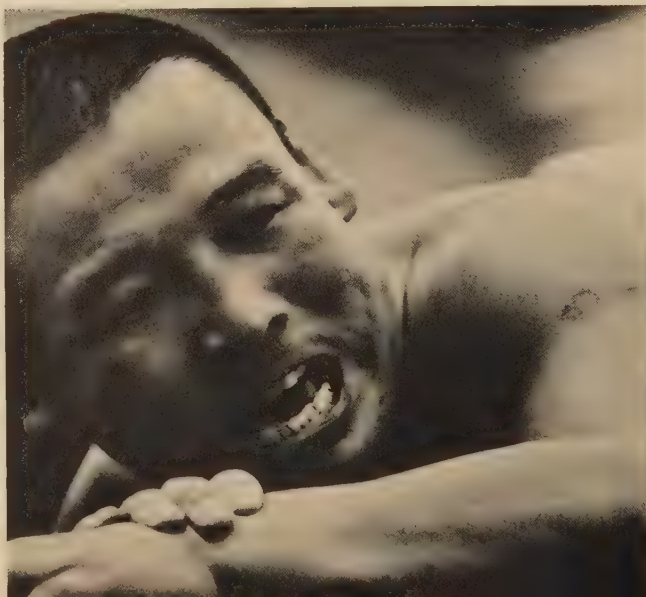
Long jumper, Mike Hachman
high jumper, Steve Louren
and shotputter, John Duff
are three of the
Bismarck track stars
who will compete on the
CIF performance Saturday

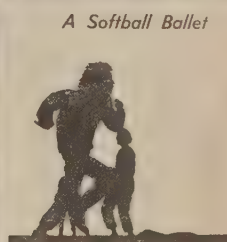
Photo by Robert Ginn



Top photos—

Robert W. Ginn of the Ridgecrest (Calif.) Daily Independent won region 10's top sports photo honors with three action shots of track stars.





A Softball Ballet

Pictures as used in center spread, Waterloo Courier

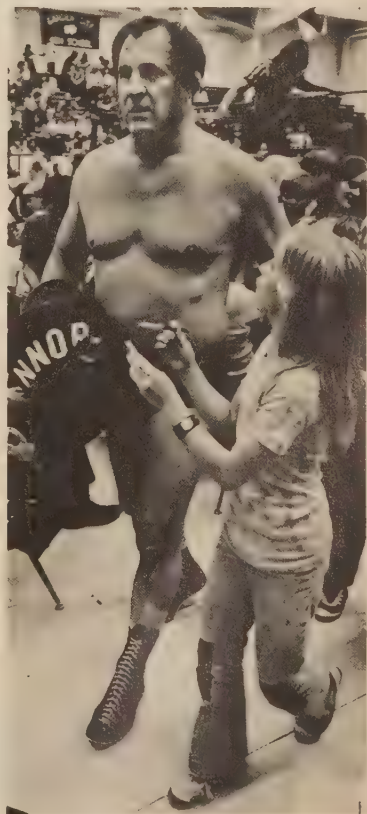
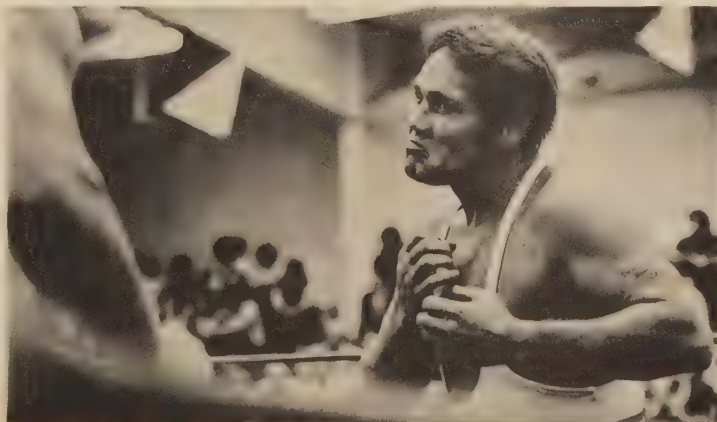
Above—

The body copy notes: "Thousands of people have glanced at the softballers and passed on to other things. Courier Photographer Jerry Dahl saw a ballet of silhouetted athletes." And Dahl was rewarded with four pages in the Pop—Pictures of People section of the Waterloo Courier and first place in region 5 for his poetic treatment of the University of Northern Iowa's softball diamonds.

*Produced by
Lenora Williamson*

Below, and opposite page—

A professional wrestling program marking return of the sport to town provided David Williams of the Garden City (Kans.) Telegram with strong photos for a full page picture story and also top honors among region 7 photographers.



Minorities reporters call attention to social ills

By K. W. Lee

One morning word came down from the Fourth Floor that knocked the breath out of us "Three Tokens" on the *Sacramento Union* staff: go all-out to help out Del Paso Heights.

The desperate plight of the state capital's backstreet black neighborhood had eluded the attention of the local media for ages except, of course, when somebody got shot or robbed or firebombs were thrown.

"Wow, outa sight," Larry Irby, our black token and a Copley trainee, blurted out when told he had been mobilized to work with me on the Del Paso series.

Our Chicano colleague, Manuel Valencia, a graduate of the Copley training program, whose weekly column has become a hot reading item among the Mexican community, couldn't believe his ears. (He and I are currently working on a Chicano series.)

This ethnic shock felt by the three minorities reporters working for the confirmed "conservative" paper (editorially, that is) is predictable. We hadn't expected a "conservative" paper would go all-out on a social issue, a subject supposedly more close to a "liberal" paper.

The nature of the assignment was that it had come from the top, the publisher, Carlyle Reed. Tell the story of Heights' problems, troubles and dreams like it is, we were told through our editors.

Larry and I were too happy to oblige. Needless to say, we followed the instruction to the letter.

The result was the 25-part "Mud and Pride" series which inevitably caused shock waves among the confounded liberals and the black neighborhood.

"What are you up to?" a black mother wanted to know—a typical reaction from many blacks who see a racist under every "conservative" newspaper.

But the message that the Union meant it, not just a one-time fling, slowly got to the grass roots as the Union followed up the publisher's instruction with almost daily post-series articles about continuing community self-help efforts.

An avalanche of goodwill and support poured out from readers of the Union. And things began to happen. City Council without a whisper of dissent approved a \$100,000 allocation for a proposed multi-purpose youth activities center, a dream that eluded years of neighborhood efforts. Politicians and government officials toured the Heights in buses. Club after club joined the bandwagon. Troops of volunteers went to work for various community projects in the hard-core areas. Boy Scouts—little known in the black areas—suddenly mushroomed. Even National Guard units showed up for weekend sol-

diering, doing cleanup with trucks and shovels.

The Del Paso saga, has by no means, ended. It's growing and growing with more groups joining in the cooperative effort. A genuine love affair between Del Paso and the morning paper goes on.

The moral of the Del Paso experience seems to me to be that stereotyping is self-defeating. A "conservative" newspaper can create greater impact for the needed changes in a minority community, if that newspaper is committed to do something about it.

Other lessons:

* So-called "token" reporters in the establishment press can produce greater influence for the good of not only the minority community but the larger community as well.

* So-called "tokens" on the news staff can be more than that if and when these minority reporters are assigned to the meaningful task of airing the unique and pressing problems in the minority communities.

* Ethnic coverage can go beyond the ideological colors of particular newspapers, be they liberal, moderate or conservative in editorial policies.

Sacramento—a multi-racial city with goodly numbers of Chicanos, blacks and Asians—presents a very healthy setting in multi-racial living. And the role of minority reporters in the establishment media is very important in forging the healthy atmosphere for inter-racial understanding and cooperation.

Speaking as an Asian, I must note with irony that most of my newspaper career I had been involved in the coverage of black communities prior to joining The Union. (I was exclusively assigned by my former newspaper in the South to write about racial and social problems.)

Here on the Union, most of my assignments have been investigative, but I have attempted to cover minorities affairs as much as I can. I see genuine efforts on the part of the management to open up the avenues of communication with all the minorities in the area. I believe the minorities begin to feel it.

And I applauded Larry and Manuel for their courage to speak up, even to forthrightly air problems which may be embarrassing to their respective community. Larry's and Manuel's columns have been condemned, commended and commented on by numerous minority readers. This is as it should be.

Here is what they have to say:

Manuel Valencia:

"The media, either through omission or commission, has effectively created a news blackout of minority affairs and minority opinion on community issues. As a weekly columnist, it is my responsibility to present a Chicano's viewpoint, no matter

how outrageous that viewpoint may seem to the Anglo community. I am not a "typical" Mexican, nor am I a spokesman for the Chicano community. However, I don't believe my opinions or values are far removed from those of the Mexican-American community.

"In a column a few weeks ago, I chided the Chicano community for not having commemorated June 3 as the 30th anniversary of the Zoot-suit riots in east Los Angeles. The reaction was overwhelming. The Anglo community, in letters to the editor and telephone calls, condemned me as an ignoramus, while the Chicano community commended me for it. Even my managing editor strongly disagreed with the column. But more important, the editors let it run on the editorial page, untouched, as a Chicano viewpoint.

"This clearly demonstrated to suspicious and disbelieving people that the Sacramento Union has given me as much latitude as possible, short of libel, to express my opinions. A weekly column is a small step, but it signals hope to minority people that the news blackout will finally be lifted."

Larry Irby:

"The black community's reaction to my introduction into the Sacramento Union newsroom has been bland when not blasé or disbelieving.

"When the Union undertook the in-depth look at the Del Paso Heights community, residents refused to believe the Union had a house black . . . especially an uppity black!

"But people are calling even now to say they enjoyed the article on the Heights. They are looking forward to the series on the Sacramento Chicano. Of course, we received letters from super-bigots, which we destroyed.

"Some blacks confuse me with Vernon E. Brown, the Copley columnist. They tell me I look nothing like my picture when they are talking about Brown, whose views are as different from mine as night is from day.

"As the token Union black reporter, and as a man, I have nothing but the utmost respect for newsroom colleagues.

"Most of the attacks on my column have come from the black community. When I roasted the construction of the Mary McLeod Bethune Memorial, blacks threatened to choke the Union full of demonstrators, promising never to let me live the attack down.

"A column on the NAACP was almost entirely complimentary but that group's legislative advocate found room to complain and did so in a letter to me and the publisher."

Judge stops photos

Circuit Court Judge Troy A. Yawn has ruled against the publication of photos of two brothers accused of murdering a University of Florida student at Gainesville. He said publication of the photos would prejudice the trial. He enjoined news media from photographing and publishing photographs of the two men while they were in custody or being transported to and from the courthouse.



Why won't they let her rest in peace?

Cover story by Lloyd Shearer
August 5, 1973, in *Parade*.

On August 5, 1962, Marilyn Monroe died of an overdose of sleeping pills.

Why won't they let her rest in peace?

In a timely, provocative article, *PARADE*'s Lloyd Shearer examines the bizarre murder theory put forth in Norman Mailer's new book, *Marilyn*. The book could turn out to be one of the biggest sellers of all time. Also one of the biggest ripoffs, writes Shearer. Because there is practically nothing new in the Mailer book, except for his sensational murder theory involving a reputed affair with the late Robert Kennedy. And no evidence of murder exists.

Shearer knew Marilyn Monroe personally—unlike Mailer. Carefully, from his personal knowledge of Marilyn, Shearer traces the events leading to her tragic death. He sets the facts straight, and refutes the hokum.

This kind of factual, topical, hard-hitting journalism is what makes *PARADE* so closely read. You'll find it week after week...on a range of subjects from international politics to social problems to personalities in the news...in America's largest general interest weekly. Now in 105 major newspapers with 18,500,000 circulation every Sunday.

parade

CHERCHEZ LE CLICHÉ

Newspaper publishers and editors often seem aghast at any suggestion that constructive criticism of their product could emanate from the consumer, but now and then some does. An excellent example appeared as a letter to the editor of the *Long Beach Press-Telegraph* over the signature of John P. Odell. It follows:

"I welcomed retirement because it gave me leisure to read everything in the newspapers. As a result I am now suffering from a severe case of clichéitis.

"The victim becomes increasingly irritated by the tedious repetition of such words and phrases as *in the final analysis, in-depth report, well informed source*. How about a semifinal analysis, an in-shallow report, a poorly informed source?

"A journalist discovers an unusual word, other writers adopt it and it is worked to death. *Simplistic* is currently in vogue. *Loner* has had quite a workout. *Finalize, relevant, hubris*, and charisma are still going strong. Cigars and pipes are not merely smoked; they are chomped and puffed. And sandwiches, don't forget, are always *munched*, never simply eaten. Beverages, likewise, are not drunk, in the press, but always *sipped*.

"The unctuous at long last, which originated in King Edward's abdication speech back in 1936, has replaced at last, which means exactly the same thing.

"In sports everything is either *tough* or *beautiful*. A tough game, a tough opponent, a tough win, a tough loss, a tough coach. To a sportscaster all plays are *beautiful*. And, of course, golfers must always *fire* their scores. But let's have an occasional ugly forward pass. And give us a respite from clean-cut athletes. Surely there must be a few dirty-cut athletes lurking somewhere. Obviously; those are the ones that are thrown in the hoosegow for various infractions of the law, not to mention those who violate standards of common decency."

I interrupt Mr. Odell's letter to bring you a pertinent quotation from Paul Roberts' book *Understanding English*: "In fairness we should realize that sports writers and sports announcers deserve sympathy as much as criticism. They have to report, day after day and year after year, activities in which the same features are endlessly repeated. Moreover, they must always report these activities feverishly. The announcer is scarcely at liberty to say that today's football game is a pretty routine affair and the performers of no more than average competence. He must, every Saturday, bubble about how this is the most exciting grid spectacle that he and his colleagues have been privileged to see in a long time and how he wished all us fans could be out there in the stadium with him to see these two great teams fighting their hearts out." Back in 1926, H. W. Fowler, the doyen of usage, commented that while athletic events may be interesting to watch, they are "dull to read about, inasmuch that most intelligent people abandon such reading."

Well, back to Mr. Odell's conclusion:

"I hesitate to attend church services these days for fear the minister might have a case of the *you-knows* and recite the Lord's Prayer like this: 'Our you-know Father who art in you-know heaven, hallowed by they you-know name. They you-know kingdom come, thy you-know will be done on you-know earth as it is in you-know heaven.'

A-(you-know)-men, man.

Wayward Words

More importantly is self-important and pompous for *more important*: "More importantly, he said the accusation was mistaken." In the construction *important* is an adjective, not an adverb; it modifies the clause that follows. *More important* is a contraction of *what is more important*; would anyone say *what is more importantly*?

Acquisition of weeklies is goal of United Media

Charles A. Wahlheim, who has rejoined United Media Inc. as president and chief executive officer, told EDITOR & PUBLISHER this week he hopes to make UM the "first major suburban newspaper chain in the country."

Wahlheim, who resigned as executive vicepresident of operations with Harte-Hanks Newspapers in April over what was reported to be policy disputes with the company's board of directors, said he has been roaming the country the last four months looking at various properties in selected markets.

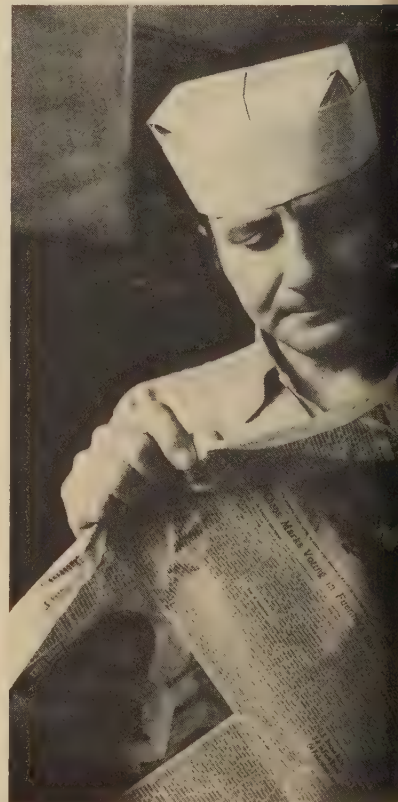
At the present time, United Media does not own any newspaper properties. The Lockport (N.Y.) *Union-Sun & Journal*, a daily, which was acquired by United Media in 1971, was sold in July to RHP Newspapers Inc., a subsidiary of Park Newspapers Inc. (E&P, July 28).

With the sale of its sole property, Wahlheim said the company intends to concentrate only in the weekly newspaper field. "We are taking a new direction," he said, "based on our belief that the suburban weekly field is where things are happening." He said he would announce acquisition of the first suburban weekly group very shortly.

Wahlheim left United Media in February, 1971 to join Harte-Hanks. He and Robert Marbut, who is president of Harte-Hanks, were among a group that acquired the Lockport *Union-Sun & Journal* from the Corson family.

Wahlheim succeeds Robert D. Wilkinson as president and chief operating officer of United Media. Wilkinson is remaining as publisher of the *Union-Sun & Journal*.

In addition, Thomas Billings, also a former Harte-Hanks operations executive, has joined UM as executive vicepresident.



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Central print plant concept profitable

A printing corporation in which five partners have equal equity but a unique profit-sharing arrangement has given evidence of being a prosperous venture.

The partners are the publishers of weekly newspapers in the Jacksonville, Florida, area. All of the papers go to press on Wednesday without any overlapping on the time schedule, and on Thursday and Friday the offset press is kept busy on commercial work.

Grover Ford, editor and publisher of *Jacksonville Trend* who is secretary of the printing firm, explained that the agreement among the five partners to try the central plant idea grew out of conferences over a period of about five months. They added up their gross revenue from "captive business" and it totalled \$70,000 last year.

To form the corporation, which leases a building and equipment, including a four-unit Goss press, from the former printer, each publisher invested \$1,000 cash and signed notes to the new company for \$4,000. This gave the company an initial capitalization of \$25,000. According to Ford, business has been so good in the first six months of the arrangement that the loans are being paid off early.

One element in the success story, he believes, is the scarcity of offset printing facilities in the area. Another important factor, as he sees it in reporting a net profit of about \$3,000 in the first three months, is the obligation of each partner to pay his portion of the bills every week.

Incentive for outside jobs

The unusual part of the deal is that each partner shares in the profits on the basis of his production of the business done in the plant. It is not a flat five-way split, Ford said, because the arrangement takes into account the fact that one publisher might generate more "outside" business than another. The partner receives a 15 percent discount off the regular rate.

When it comes to sharing the profits, Ford explained, "it's a matter of how much printing you put into the pot." This has served to encourage the jobber role of each publisher in developing business other than the printing of his newspaper.

The outlook now is for a gross revenue in excess of \$100,000 this year. In the first three months the gross was \$26,000; in the next three months business was even better, Ford said.

There was no problems of scheduling press time for each of the partners' newspapers. Ford said it just worked out the normal timing dovetailed into a 6 a.m. to 6 p.m. press run on Wednesday. The usual output is 36 pages tabloid and 40 pages broadsheet. One publisher provides press ready material and the other four send camera ready material to the plant. One camera handles the production and a woman operates the machine that processes the halftones.

Savings on supplies

By pooling all of their requirements, Ford said, the partners have begun to

realize savings on purchases of supplies. Plans have been made to build a warehouse for newsprint that will be bought from two mills.

Urging fellow members of the Florida Press Association to take a hard look at a central printing plant operation with their neighbors, Ford advised that his chief experience has shown that it's going to be successful because each partner has his own special responsibility.

A poll among the FPA members at the workshop (June 23) at Port St. Lucie indicated that seven out of 25 weekly publishers own their printing plants. Ford observed that this is close to the national average of one-third.

In other conversations during the meeting it became clear that publishers of weekly papers are concerned with problems that also being met by publishers of dailies. Keeping abreast of new equipment is one of them and one young publisher who had just spent several days at the ANPA/Research Institute conference in New Orleans reported enthusiastically on some of the "fabulous new machines" that can help a weekly become more profitable.

All in equipment fraternity

On this note, there was a consensus that publishers recognize their membership in a fraternity when it comes to buying new presses and allied machinery. It's always wise, said one publisher, to consult with your neighbors on equipment so that all is compatible in the event of emergency needs. A round of "Amen" greeted a remark that "you should never turn down a fellow publisher when he needs help, because it may be your turn next."

Weekly publishers have their headaches, too, with preprinted advertising inserts. FPA president S. H. (Sonny) Stalls of the *Clewiston News* elicited the information from the group that the average charge is 5 cents a copy for either a four-page or eight-page insert. This generally works out to being equal with the paper's page rate and insert advertisers don't complain, even if they are getting distribution in the metropolitan dailies at a rate of one or two cents a copy.

Local postmasters, it was noted, usually don't hold the weeklies to a strict accounting when it comes to imposing a postal rate based on the number of pages in the insert.

A complex pricing formula is nonsense, said one publisher who believes the insert business is a matter of keeping the price to the advertiser less than mailing costs.

A stuffing machine now on the market for about \$20,000 will make it possible for one publisher to handle all of the insert business he can get, he reported.

The subject of circulation prices also came up. About half of those present said they put a 15¢ cover charge for news stand sales but no one has yet gone to 20¢. Some doubt was expressed on the economics of selling a weekly paper for \$4 or \$5 a year.

Taking a leaf from the dailies' record book, non-dailies also are going in for regional selling for display ads with special combination rates. In one case, a "Big Three" group offers to carry preprints for 4 cents a copy.

On advertising rate increases—do you give an advertiser notice and how much? "If you're smart," advised one publisher who seemed to voice a general opinion, "you will just raise 'em. If you give notice you'll get cancellations."

No feedback on increase

Another publisher said he had boosted ad rates recently by 10 cents an inch without getting any feedback. The way to do this, he said, is to wait for a five-issue month, then jack up the rates on the bill for the four-issue month that follows. In most cases the advertiser won't notice the change.

When a grocery owner protested a rate increase, a publisher remarked, he was reminded of the rising prices of meat in his shop.

Sonny Stalls summed up this discussion by saying he has found it easier to "negotiate" local rates when the paper's rate card quotes only prices for general advertising. Also, he has no contracts.

Television tab

Still bothering some weekly publishers, it appeared from a discussion, is the possible loss of advertising to television stations. This came out in a review of the success which the *Clewiston News* is having with an eight-page tab giving readers a simple index to a week's programs for 12 channels, including those on cable.

The key to the section is a custom-tailored tv program log bought from Hal Butts Jr. who operates Publishing Services in Atlanta. This provides tv timetables on a Tuesday deadline. Among the subscribers, incidentally, are three dailies.

Butts said he hit on the idea of a tv log for newspaper use when he was trying to develop a syndicated Action Line feature which would utilize the machinery he already had for a Dial-a-Letter service.

The 5,000-circulation *Clewiston News* builds a tab section with the logs and tv personality features in half the space. The other half is sold for institutional copy only—no merchandise ads,—and on a minimum of three months at the straight rate of \$1 an inch. The *News'* open rate is \$1.10 an inch. The news pays \$10 for the camera-ready program logs.

According to publisher Stalls, the *Clewiston* paper moved into the business of preparing a television section after one had been started as a competitive enterprise. The rates were set too high and the project soon collapsed. The cable tv systems are strong supporters of the newspaper section, Stalls said. They have an annual rate.

In one publisher's view, putting out a section designed to draw readers to viewing tv is like reporting what ads and

(Continued on next page)

(Continued from page 18)

stories are in a rival newspaper. Another thought there is always the danger of draining off newspaper ad revenue to tv.

To print the tab section on his presses, Stalls said he devised a slitter for one of the units at a cost of \$35.

Many of the weeklies in the FPA group do a thriving business in special sections, notably for school graduations and building developments. A Fourth of July patriotic special proved to be a real firecracker for one paper last year, local firms cooperating to the extent it ran to 16 pages. The editorial material came from King Features Syndicate.

But this year, the publishers learned, the syndicate did not provide material and the paper's editors scrounged around to get enough for a repeat special that sold easily. It will be at least 24 pages.

Stalls suggested that papers compile a card index to advertisers in specials. The News, he said, keeps a record on 3x5 cards of all data—name and address of advertiser, space used, rate, copy, etc. When time for another special rolls around the paper's ad salesmen use the cards and in most cases, Stalls said, the advertiser readily orders another ad and "most of them don't even ask the price."

Winners of general excellence citations

in their respective classes were: *Cape Coral Breeze*, *Coral Gable Times*, *New Smyrna Beach News* and *Everglades Observer*.

The *Vero Beach Press Journal*—J. J. Schumann, publisher, and J. J. Schumann Jr., editor—was named the best weekly in Florida in competition judged by Georgia editors. The Press Journal circulation is at the 11,000 mark.

Manassas editor gets '73 Lovejoy award

Bennie Scarton, Jr., news editor of the *Manassas (Va.) Journal-Messenger*, received the annual Elijah Parish Lovejoy award for courage in journalism at the 19th annual meeting of the International Conference of Weekly Newspaper Editors. The conference was held July 15-20 at Pere Marquette State Park near Graf-ton, Ill.

Keith A. Howard, outgoing president of the conference, said Scarton was cited for courage in challenging the board of supervisors of Prince William county, Va. Howard said Scarton advocated land

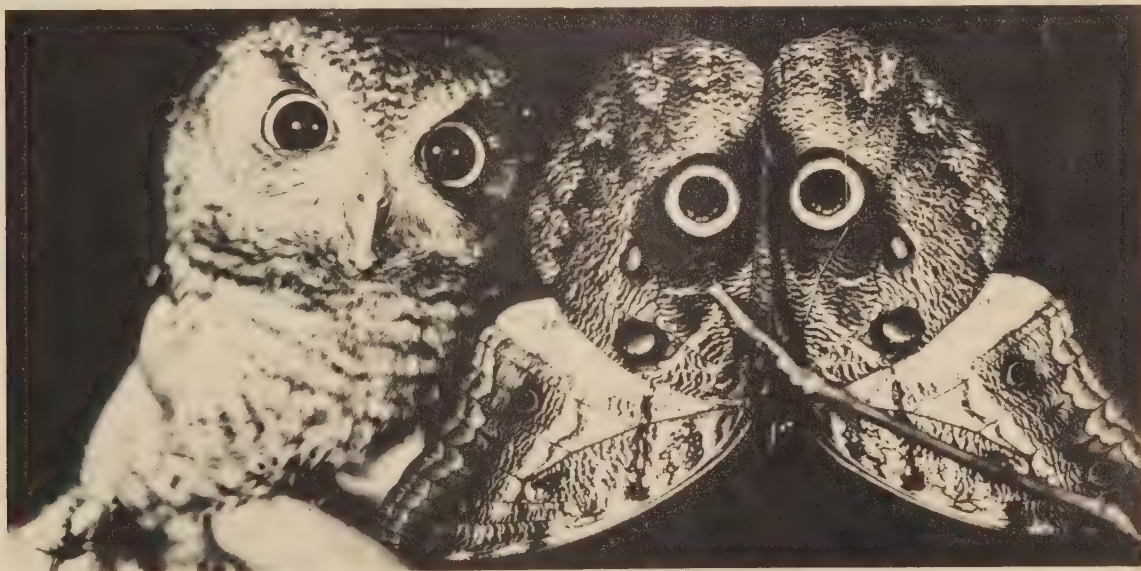
use zoning and campaigned against the supervisors refusal to release advance announcements of matters before the board.

Howard said the country board penalized Scarton for these campaigns by cutting all legal advertising out of the paper.

The Lovejoy award is named for a murdered abolitionist journalist. The award is sponsored by the Southern Illinois University School of Journalism. The editors conference is headquartered at SIU.

In other action at the meeting the group changed its name to the International Society of Weekly Newspaper Editors and elected as president, William Roche, editor and publisher of the *Milford (Vt.) Cabinet*. Mary Jane Schneider, editor of the *Boyetown (Pa.) Times-Dispatch* was elected vice-chairman.

The organization awarded its Golden Quill prize for best editorial of the year to Robert Estabrook, editor of the *Lakeville (Conn.) Journal*. More than 600 entries for the Golden Quill award had been judged by John Zakarian, editorial writer for the *St. Louis Post-Dispatch* and secretary of the National Conference of Editorial Writers.



WHO IS WHO?

Some moths carry prominent eyespots on their wings. Scientists speculate those eyespots are meant to frighten off a predator. A hungry bird might take this Caligo butterfly for an owl and thus miss dinner. There are lots of look alikes in life. People sometimes assume that if it's a yellow tractor, it was made by Caterpillar. Caterpillar and Cat are registered trademarks of Caterpillar Tractor Co. Those trade-

marks should only be used to identify the products we make. The list includes trucks, engines, backhoes and wheel tractors, and track-type machines.

So, please, when you use our name, make sure you're talking about our product. Thanks.



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Wheel and Track-Type Tractors
Loaders • Scrapers • Engines
Motor Graders • Pipelayers • Off-Highway Trucks

news-people



Rhea T. Eskew



Fred Parker

NEWS MANAGERS—Rhea T. Eskew, former Southern division manager for United Press International, becomes general manager of the Greenville (S.C.) News-Piedmont Co., a division of Multimedia Inc. on September 3. Eskew succeeds E. A. Ramsaur, who will devote more time to coordinating the operations of Multimedia's newspaper division and the possible acquisition of new publishing properties. Replacing Eskew as UPI's Southern division manager in Atlanta is Fred Parker, who has been manager of UPI's Mid-Atlantic region in Washington D.C. for the past year. Prior to that he was Southern division sales manager from 1966 to June, 1972.

FRED MOLLENKOPF, city editor of the *Toledo (O.) Blade*—named public relations director of the University of Toledo.

WAYNE POSTON, managing editor of the *Bradenton (Fla.) Herald*, has assumed the position of assistant managing editor of the *Roanoke (Va.) Times*, succeeding W. HOWARD EANES, who has joined the journalism staff of Washington and Lee University, Lexington, Va.

RALPH SEWELL, senior assistant managing editor of the *Oklahoma City Daily Oklahoman* and *Oklahoma City Times*, who retires in August, was named visiting professor of journalism and editor-in-residence at the H. H. Herbert School of Journalism at the University of Oklahoma at Norman, effective September 1.

JOE JACKSON, assistant managing editor of the *Reno (Nev.) Evening Gazette*—retired after a 41-year newspaper career.

DALE NISSEN, assistant to the production director at the *Houston (Tex.) Chronicle*—appointed assistant production manager.

D. WILLIAM COTTER, assistant manager of the general advertising department for the *Minneapolis Star* and *Minneapolis Tribune*, was appointed to the new position of advertising manager for special projects; **JAMES J. ANDERSON**, assistant classified advertising manager for sales, succeeds Cotter as assistant manager of the general advertising department.

MICHELE DRAKE, journalism major at University of Southern California—named editor-in-chief of the *Daily Trojan*. Before departing for the *Detroit Free Press* where she will intern this summer on the copy desk, Ms. Drake laid off 17 people in the newsroom and announced intentions to get more funds for a large press run and larger Friday before football weekend editions.

RICHARD A. TWIGG, a member of the Cumberland (Md.) *News* sports staff, was promoted to sports editor, succeeding C. V. "JIGGS" BURNS, who retired after a 52-year newspaper career.

ALFRED F. DePOTO, assistant regional editor of the *Passaic (N.J.) Herald-News*—promoted to regional editor.

NANCY DROSDICK, Sussex county courthouse reporter for the *Dover (N.J.) Daily Advance*, was named family living editor, succeeding ROSE ALICE HOERST—resigned.

YET LOCK, former executive assistant to Mayor Sam Yorty, Los Angeles—elected vicepresident of City News Service and Radio News West, Los Angeles.

JACK WEBB, advertising manager of the *Torrance (Calif.) South Bay Daily Breeze*, was appointed retail advertising director for the *Daily Breeze* and the *San Pedro (Calif.) News-Pilot*.

VERNON FUERST, staff member of the circulation department of the *Appleton (Wis.) Post-Crescent*, was appointed circulation manager, succeeding ERBEN KRUEGER, who retired after 52 years of service.



Miller



Mulligan

ARTHUR MILLER, assistant editor of the *Walnut Creek (Calif.) Contra Costa Times*—promoted to editor.

DENNIS E. MULLIGAN, director of operations for the *Albany (N.Y.) Times-Union* and the *Knickerbocker News-Union-Star*, was promoted to general manager of the newspapers.

AP names four new chief of bureaus

The Associated Press announced new chief of bureau assignments in South America and Indochina this week.

PETER O'LOUGHLIN, who headed the Bangkok bureau, has been named chief at Singapore, and **RICHARD M. BLYSTONE** of the Saigon staff has been appointed correspondent for Thailand.

WILLIAM HEATH, Lima chief of bureau, has been transferred to head of the Caracas bureau and **ROBERT OHMAN**, news editor in the Buenos Aires bureau, has become chief of bureau at Santiago. Issac Levi, previously Santiago bureau chief, succeeds Heath at Lima.

How to protect yourself against Publishers Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U.S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office. **Employers Reinsurance Corp.**, 21 West 10th, Kansas City, Missouri 64105. Other U.S. offices: New York, San Francisco, Chicago, Atlanta, Houston.

Olympic press director named

Michel Labrosse, formerly director of information services for the Quebec Confederation of Sports, was appointed director of press services for the 1976 Olympic Games.

Labrosse will be responsible for accreditation of journalists and media technicians as well as planning their lodging, transportation and auxiliary services.

in the news

Board of directors of the St. Catharines Ont.) Standard Ltd. has appointed the following officers: MARY C. BURGOYNE, chairman of the board; J. ROSS BATES, resident; HENRY B. BURGOYNE, vice-president; and DOROTHY J. BURGOYNE, secretary-treasurer.

* * *

BARBARA UDELL, women's editor of the *Wausau* (Wis.) *Gazette*, named wire editor, succeeding ROBERT WITT, who was named news editor of the *Ypsilanti* (Mich.) *Press*; RUBY WALTON, assistant women's editor of the *Gazette*, succeeds UdeLL as women's editor; JIM DOWD, formerly with the Burlington bureau of the *Wisc.* *Journal-Times*, has joined the *Gazette* as a reporter.



Van Wagner



Becker

GEORGE H. VAN WAGNER, assistant classified advertising manager of the *Chicago Tribune* and *Chicago Today*, was appointed classified advertising manager, effective September 1, succeeding J. G. ADDOCK, who retires August 30.

* * *

DON C. BECKER, UPI manager for Florida, was appointed to the newly created post of director of corporate relations for Night Newspapers, Inc., and will assume his new duties September 1 in Miami.

* * *

JAMES W. LEAHY, was appointed promotion manager of the *Woodbridge* (N.J.) *News Tribune*, and returns to the newspaper after a 5-year absence.

* * *

Bureau managers named by UPI in two cities

The following staff changes were announced by United Press International: BRENDA W. ROTZOLL, UPI reporter in the Rome bureau, was appointed Concord, N.H. bureau manager, succeeding JOHN MILNE, who was transferred to the UPI Washington bureau;

STEWART POWELL, a staff member of the Boston bureau, was transferred to Concord;

JAMES MICHAEL WILLARD, staff member of UPI's Nashville, Tenn. bureau, was appointed Kentucky state news manager;

RICK VAN SANT, a former member of the UPI Columbus, Ohio bureau, named manager of UPI's Cincinnati bureau, succeeding TERRY FLYNN, resigned.

EDITOR & PUBLISHER for August 4, 1973

MRS. CARLISLE CAMPBELL, a former teacher of economics and social studies at The Education Center, Jackson, Mississippi, has joined the *West Point* (Miss.) *Daily Times Leader* as women's editor.

* * *

DAN VAN DEUSEN, staff member of the Portland, Oregon sales office of Harris Intertype, Inc., has joined Milo Johnson as co-publisher of the *Portland* (Ore.) *St. Johns Review*.

* * *

PETE LOUDON, reporter for the *Vancouver* (B.C.) *Province* has joined the staff of the auto insurance organization of the British Columbia government and will handle public relations.

* * *

RICHARD E. WINCKLER, national advertising manager of the *Newark Star-Ledger*—appointed general advertising manager of the *Passaic* (N.J.) *Herald-News*.

* * *

TOM WALLS, staff member of the *Lanett* (Ala.) *Times-News*—appointed editor and publisher, succeeding DOYLE SHIRLEY, who was named editor and publisher of the *Morgan City* (La.) *Daily Review*.

* * *

RICK G. CROSS, labor columnist for the *Brantford* (Ont.) *Expositor*—named executive assistant for public relations of the Vancouver B.C. Board of Trade.

* * *

HOMALU HOOD, onetime government and crime reporter for the *Roswell* (N.M.) *Daily Record*, has joined the staff of the *Hobbs* (N.M.) *News-Sun*, where she will handle assignments as a reporter and will write feature stories.

* * *

JERRY R. SANDERS, executive sports editor of the *Charleston* (S.C.) *News and Courier* and *Evening Post*—named editor and publisher of the *Kingstree* (S.C.) *News*.

* * *

ROBERT C. BERGENHEIM, executive manager of the *Christian Science Monitor*, and its former city editor, was appointed director of newspaper business operations for McClatchy Newspapers, Sacramento, Calif., which publishes the *Sacramento Bee*, the *Fresno Bee* and the *Modesto Bee*.

* * *

MAX PRYOR, Detroit sales manager for Parade Publications, Inc., New York City, promoted to vicepresident, eastern sales manager; TOM HUGHES, Chicago manager, was appointed mid-western manager; JACK REYNOLDS, succeeds Hughes as Chicago manager.

* * *

SALLY FALK, who writes the "Hoosier Habitat" Sunday feature for the *Indianapolis* (Ind.) *Star*, was appointed home furnishings editor, succeeding MARY WALDON, retired; PEARL BRENTON, the originator of the "Hoosier Ancestors" Sunday genealogy column, has retired, and is succeeded by BETTY MCCAY, author, lecturer and teacher of genealogy, who assumes the column under the new name "Indiana Ancestors."

WILLIAM G. PEEPLES, former associate editor and editorial writer for the *Louisville* (Ky.) *Courier-Journal*, who now writes a weekly government and political column for the *Lexington* (Ky.) *Herald*, was appointed to man the Lexington Herald-Leader Co.'s new news bureau in Frankfort, Ky.



Thernal



Tudor

HARRY F. THERMAL, feature editor of the *Wilmington* (Del.) *News* and the *Journal*, was appointed managing editor of the *News*, succeeding J. DONALD BRANDT; WILLIAM G. TUDOR, an editorial writer for the *News-Journal* newspapers, was named an assistant managing editor of the *News*, succeeding JOSEPH J. HANSON; Brandt and Hanson were appointed editorial writers for the *News-Journal* newspapers' editorial pages.

* * *

JACK HARPSTER, classified advertising manager of the *Torrance* (Calif.) *South Bay Daily Breeze*, was appointed classified advertising director of the *Daily Breeze* and the *San Pedro* (Calif.) *News-Pilot*.

* * *

A trio of New Hampshire businessmen, including ROBERT HAMBLETT, president of the *Nashua* (N.H.) *Telegraph*, is planning a \$212 million development in Merrimack, N.H. to contain apartments, town houses, condominiums and light industry.

* * *

All in the family

J. W. Forrester, Jr., editor and publisher of the *Pendleton* (Ore.) *East Oregonian*, succeeds his son, Michael A. Forrester, as editor and publisher of the *Astoria* (Ore.) *Daily Astorian*, but will continue as publisher of the *Pendleton* newspaper. Michael Forrester succeeds his father as editor of the *East Oregonian*, effective in August.

John A. Park, Jr.

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Circulation

HEARING ON RACK BAN ORDERED

The Door of El Cajon, Calif., has obtained a temporary restraining order against that city preventing the enforcement of a ban on newspaper sales racks on public property.

The Door is seeking a permanent injunction and an order declaring the El Cajon ban unconstitutional. A hearing was scheduled for Aug. 8 by Superior Court Judge Roscoe S. Wilkey.

American Civil Liberties Union lawyer Richard K. Circuit filed suit against the city of El Cajon and its zoning enforcer, on behalf of Door business manager Larry Remer and Doug Porter, an editor.

The ordinance in question was passed in May, 1972 restricting activities on public sidewalks, streets and alleys to "normal pedestrian or vehicular traffic." However, the original ordinance exempted "sale or offering for sale, or possession or custody of newspapers, magazines, periodicals or other printed matter commonly sold by news vendors."

This exemption was repealed by the El Cajon council in Feb., 1973 and two

months later the Door vending machines were confiscated by El Cajon police.

Remer said the vending machines have been returned to the Door but "have not been placed back upon the public sidewalks of El Cajon because I and other representatives of the Door . . . did not want to face the possibility of \$500 fine and imprisonment of six months in jail."

Remer said the ordinance was aimed at the Door and "other less widely circulated newspapers." Other larger newspapers have placed their racks on private property and did not join with the Door in the suit. The Door is a counterculture bi-weekly.

Door lawyer Circuit said the ordinance violated constitutional guarantees of free press and free speech, due process and equal protection under the law.

A similar ordinance in Rochester, N.Y. requiring licenses for newspaper vending machines, was called unconstitutional by a New York State Supreme Court judge in 1972.

Also in 1972, the Los Angeles City Council declined to establish a permit system for newsracks, following protests by publishers, civil rights groups and organized labor. The city did adopt an ordinance regulating the appearance, location and size of the newsracks.

In 1973 a Quebec Superior Court Judge ruled invalid a Montreal ordinance banning newspaper distribution boxes everywhere except in non-residential zones.

* * *

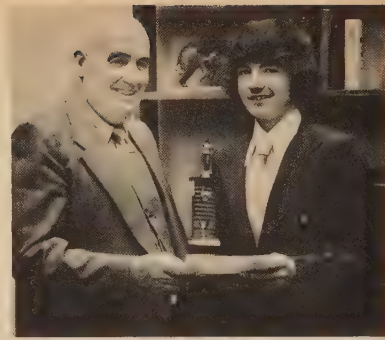
Executives of 25 *Family Weekly* subscribing newspapers who won in the magazine's 20th Anniversary "Circulation Bonanza" contest, and their wives, will leave August 3 for a 10-day Mexican holiday.

Awards were based, by circulation categories, on growth and promotional efforts during the past year. Watches were awarded to second-place winners.

First place winners for top numerical gains in circulation were: Santa Ana (Cal.) *Orange County Register*, Bryan, (Tex.) *Eagle*, Anchorage (Alaska) *News*, Willoughby (Ohio) *News-Herald*, Tupelo (Miss.) *Journal*, Biloxi-Gulfport (Miss.) *Herald*, Middletown (N.Y.) *Sunday Record*, Colorado Springs (Colo.) *Gazette-Telegraph*, Cocoa (Fla.) *Today*, Austin, (Tex.) *American-Statesman* and the San Antonio (Tex.) *Express-News*.

Top winners for greatest percentage gains in circulation were: Fremont-Newark (Cal.) *Argus*, Gallup, (N.M.) *Independent*, Ocala (Fla.) *Star-Banner*, Dover (Del.) *Delaware State News*, Lakeland (Fla.) *Ledger*, Hayward (Cal.) *Review*, Mansfield (Ohio) *News-Journal*, Fort Myers (Fla.) *News-Press*, Sarasota (Fla.) *Herald-Tribune*, Lansing (Mich.) *State Journal*, and Lancaster (Pa.) *Sunday News*.

Tying for first place for best introductory promotion of *Family Weekly* were the Hollywood (Fla.) *Sun-Tattler* and the Benton Harbor/St. Joseph (Mich.) *News-*



CARRIER SAVINGS PLAN PAYS OFF—William Jardine, circulation manager, the Minneapolis Star and Minneapolis Tribune, hands a \$3,200-plus check to his son, Jeffrey Jardine, who saved his \$20 two-week route profits for five years in a company bond account. Savings amounted to \$2,818.19, with \$395.89 interest, for a grand total of \$3,214.08. Jeff carried 50 Stars evenings and 70 Sunday Tribunes for five years.

Palladium/Herald Express. For best continuing use of *Family Weekly* as a promotion theme or tool, first place was awarded to the Mansfield (Ohio) *News-Journal*, and best use of *Family Weekly* as a promotion theme or tool in carrier promotions was won by the Danbury (Conn.) *News-Times*.

Public access to files of police is withheld

Clarkston, Wash. city officials are meeting opposition of news gatherers in two states in the wake of closing of the police blotter to both the press and the public.

The council received from the city attorney, S. Dean Arnold, the opinion that police records "do not become public until a complaint is prepared, signed and filed in a court of competent jurisdiction." This was in response to a letter of protest to the council sent by the *Lewiston* (Ida.) *Morning Tribune*. The *Spokane* (Wash.) *Daily Chronicle* reported the Clarkston situation July 26. (Clarkston itself, just across the Snake River from Lewiston, has had no operating newspaper in recent years.)

Arnold advised the council that release of police files is to be left to the discretion of the police chief or the mayor.

Newsprint consumption up 5.3 percent in '73

For the first six months of 1973, estimated U.S. newsprint consumption was 5,280,716 tons, compared with 5,015,622 tons in the first half of 1972, the American Newspaper Publishers Association reported July 26. This is a 5.3 percent increase.

Total estimated newsprint consumption for June, 1973 was 870,495 tons, up 4.6 percent from 832,065 in June, 1972. There were four Sundays in June, 1973 and 1972.



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Editor & Publisher

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City

State Zip

Company

Nature of Business

☐ My remittance is enclosed.

\$10 a year, U. S. and Canada; all other countries \$25 a year.



From kitchen table to syndication: Elizabeth Heller, Betty Weinberger, Ann Cole, and Carolyn Haas, creators of "Recipes for Fun."

Quartet of Chicago mothers turn out 'Recipes for Fun'

What started as a kitchen table project couple of summers ago for four Chicago area mothers has turned into a part-time business association and just recently into a nationally syndicated weekly feature.

The women, who have been in teaching and social work and have a combined total of 13 children, put their first "Recipes for Fun" together as a summer what-to-do-with-the children feature in the *Chicago Sun-Times*. The two-week special tayed on with the paper, and six months later they also sold the recipes to the *Minneapolis Star-Tribune*. This June, the Register and Tribune Syndicate launched the feature nationally.

"Recipes for Fun" illustrates the moth-

ers' belief in home-centered learning activities for young children during the first six years. The recipes stress the parent/child relationship in fun and creative learning, using ordinary materials readily available around the house.

"Parents as Resource" (PAR) became the formal project name of the parent education group and requests for them to participate in seminars and workshops to train leaders and parents in such projects as Headstart, Homestart, day care and other school programs, mushroomed.

The parents include: Carolyn Haas, whose husband Robert is in advertising. She is a former elementary school teacher and does more traveling for PAR since her five children range from 11 to 21 years. Mrs. Haas and Mrs. John Heller, mother of two youngsters, do illustrations for the feature. Elizabeth Heller has taught classes for the deaf and retarded. Ann Cole, mother of four, is married to Dr. Roger Cole and as a former teacher has also worked in pediatric wards and convalescent homes. Betty Weinberger, a social worker, and her lawyer husband Stanley have two children.

PAR has published two paperback collections of Recipes (also Spanish language version) and Little, Brown published one titled "I Saw a Purple Cow" in 1972. Success of their project, mail orders for the books, and requests for workshops necessitated opening an office in Northfield, Illinois (464 Central Avenue) and the women come in on an informal work schedule as their home time permits. A series of 12 half-hour public television programs is currently a summer project as well as the new syndication.

ANAGRAMS

RULES: Add the letters in the first column to the letters in the second column and rearrange the letters as to form a new word.

DIVE plus LOSS equals ???
OMEN plus SHAD equals ???
LODE plus BUNG equals ???
ROMP plus FLAT equals ???
RUSE plus ITEM equals ???

Answers
Blindness
Blindness
Blindness
Blindness
Blindness

Fun, isn't it? Millions of newspaper fans think so too. A mini-feature with a maxi-readership.

Six times a week

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YOU NEED

- A LARGE TUB OR BUCKET OF WATER
- MANY SMALL UNBREAKABLE OBJECTS SUCH AS SPOONS, CUPS, FUNNELS, JARLIDS, CORKS, BOTTLE CAPS, EMPTY MILK CARTONS • A LEAF, STONE, TWIG, ETC. • MEASURING CUP OR PITCHER.



1. PUT EACH OBJECT INTO THE WATER - ONE AT A TIME - AND SEE WHAT HAPPENS. WHICH ONES FLOAT? WHICH SINK TO THE BOTTOM?

WHAT HAPPENS WHEN YOU PUT SAND OR STONES IN THE CUP, BOTTLE-CAP OR MILK CARTON?

2. DUMP YOUR OBJECTS INTO THE WATER AND PRACTICE POURING AND MEASURING.

3. MAKE SOME SAILBOATS OR A DESIGN.



VAUGHAN-AT-LARGE

If all the smiles Bill Vaughan brings were laid end to end they'd stretch from Bangor, Me., to Tacoma, Wash. (And that's not counting snickers, chuckles, guffaws, or bellylaughs.)

Three times a week
Camera-ready



UNITED FEATURE SYNDICATE

220 East 42nd Street, New York, N. Y. 10017
(212) 682-3020

Mrs. Graham says Kleindienst threatened to hurt the Post

Katharine Graham, publisher of the *Washington Post*, gave her first television interview on the NBC Today show July 30. Mrs. Graham was interviewed by Barbara Walters; excerpts from the interview are printed below.

WALTERS: Mrs. Graham, there's a large body of people who feel that the *Washington Post* has a personal bias against Richard Nixon and that it was for this reason that the paper pursued the Watergate matter to the degree that they did when no one else was—before the election. They usually follow this up by saying, "Would you have done the same thing had it been the administration of John Kennedy, who was a friend of your family?"

GRAHAM: Of course we would have. We have. We did. The usual question is, "Why didn't you report Chappaquiddick?" and the answer is, we did. And I must say that the Kennedys felt we were picking on them at that time. They thought that we had a vendetta. They thought *Newsweek*, in particular, had a vendetta.

I think that whenever you're doing investigative reporting people think that you have something against them, whereas not only do we not, but it's fairly important not to have because it could make the reporting biased. Investigative reporting is a very difficult process of following facts wherever they lead, and you literally do it like unravelling a string.

WALTERS: Ben Bradlee, your executive editor, has said that you have the "guts of a burglar," which he meant as a high compliment. But during the Watergate reporting, before the election, when the White House did describe your paper as practicing lies, or "shabby and irresponsible journalism," routine character assassination—the newspaper's whole credibility was threatened. Weren't you frightened?

GRAHAM: I think frightened is the wrong word, and when Ben said "guts of a burglar" it's a kind of nice expression meaning that the management of the paper was going to back the editorial people up and, of course, we were because we were absolutely sure that they were on firm ground and we were in constant conversation to reassure ourselves of this, and it was very important for them to know we were going to back them up. And the answer to "were we scared" is yes. We had a great deal at stake and if we'd set our foot wrong it would have hurt the paper very, very badly, and its reputation and its credibility.

WALTERS: Was there any time during the Watergate investigation, particularly before the election when the administration, when the White House, other than calling names, or perhaps refusing information to your reporters, took specific

action against the *Washington Post* corporation? For example, your company owns three television stations and has a fourth up there in the process of acquiring. Now, licenses—and two...

GRAHAM: Two radio stations.

Challenges to licenses

WALTERS: And licenses to radio and television stations are issued by the government. Was there any pressure in this area? Was there any pressure in any area, direct pressure?

GRAHAM: Yes, of course. We had, right after the election was over, two stations with four challenges, which is some sort of first. One of our stations, Jacksonville, had three challenges and the one in Miami has one. No other challenges were issued in that area and forty-eight were renewed.

All the people challenging our licenses, our administration, were Nixon administration supporters, sympathizers—a man who had been counsel to the Committee to Re-Elect was involved in putting one of the challenges together, the chief fund raiser for the President was involved in another one...

WALTERS: Who was that?

GRAHAM: George Champion.

WALTERS: Did you get your licenses?

GRAHAM: No, they are still in challenge.

WALTERS: Another extremely controversial action of the *Washington Post* concerned the Pentagon Papers. *The New York Times* first published the Pentagon Papers. When there was a court injunction for them to stop, the Post then made the decision to pick up immediately and publish them. There are those who say that you published stolen papers, and now you're being moralistic about Watergate burglaries. How do you answer these criticisms?

Individual right to know

GRAHAM: Well, I don't think the two are in any way equal. I think that in the case of the Pentagon Papers, what the government said was that the people, essentially, didn't have the right to know what it, the government, was doing. But in all the spying and snooping that went on in connection with some of the recent developments, it was, in effect, saying that it, the government, had the right to know what people, individuals, were doing; and I contend they've got it just exactly backwards.

WALTERS: Was there any pressure at the time of the publication of the Pentagon papers from the administration, for you to not do it?

GRAHAM: Well, of course, there was the same pressure that the Times got—there were calls from the Attorney General not to start publishing and then there was the whole court procedure.

And the sad part of that is that it was a sort of a Pyrrhic victory because, in fact, the press for the first time in this country was prior restrained from publishing. We didn't publish those papers for two weeks while we were going through the courts, so that was pressure, if you want.

We did get a message from Richard Kleindienst, then Deputy Attorney General—the Attorney General had gone abroad—saying that even though we'd won the court case we should return the sensitive areas that were still in our possession—we and all the other papers whom, as you remember, had them at that time. But this message was sent through Ken Clawson, now working for the government, who was then working in our national bureau.

The message really threatened us with a campaign against the press, and with criminal prosecution if we did not return the sensitive areas, and it went on to point out that papers with criminal decisions against them obviously could not own television stations.

WALTERS: Did you ever reveal, before today, this letter from Mr. Kleindienst?

GRAHAM: No. Maybe we should have, but it came after a social evening that the Clawson's and the Kleindienst's had spent with each other and was of an informal nature, and we didn't publish it.

Feelings on impeachment

WALTERS: You've probably read more about the Watergate than a great many people because, after all, it is in your newspaper; do you feel that President Nixon should be impeached or should resign?

GRAHAM: No, I don't, at this point. I think that we're all waiting for him—for his statement which he said was coming, and at this point I wouldn't think that either one was a very big probability or even possibility. I think that what we all hope will happen is a clarification of events, and I think that hopefully when things are clarified he will be proved not to have known about the break-in or the cover-up. If, by any chance, he were shown to be involved I guess that I would hope that this would be unambiguous. I think that what would be very bad and very difficult and very hard for him as a President would be a sort of murky outcome... as it is now.

Critics switch papers, countries

Carl Cunningham, music critic for the *Houston Post*, and William Littler, music critic of the *Toronto Star*, have switched papers for four weeks.

Littler and Cunningham are the first to participate in an across-the-border exchange program organized by the Music Critics' Association. The program is financed by equal grants from the Canadian Council and the National Endowment for the Arts in Washington, D.C.

While in host cities, the critics will continue to receive salaries from their home papers. Travel and living expenses are subsidized by the two art councils.

Past Week's Range of Stock Prices

NEWSPAPERS

American Financial Corp. (OTC)	7/25	8/1
South Newspapers (OTC)	135 1/2	127 1/2
Capital Cities Com. (NYSE)	20 1/4	22 1/4
Om Corp. (OTC)	47 1/2	50 1/2
Om Corp. (OTC)	37 1/2	33 1/2
Om Corp. (NYSE)	6 1/4	6 1/4
Om Jones (OTC)	29 1/2	32 1/2
Om Jones Comm (OTC)	2 1/8	17 1/2
Om Jones Comm (NYSE)	38 1/2	37 1/2
Om Jones Comm (NYSE)	12 1/4	12 1/4
Om Jones Comm (NYSE)	33 1/2	33 1/2
Om Jones Comm (NYSE)	43 1/4	43 1/2
Om Jones Comm (NYSE)	15 1/4	15 1/2
Om Jones Comm (NYSE)	37 1/2	37 1/2
Om Jones Comm (NYSE)	18 1/2	19 1/4
Om Jones Comm (NYSE)	12 1/2	13 1/2
Om Jones Comm (NYSE)	4 1/4	4 1/4
Om Jones Comm (NYSE)	13 1/2	13 1/2
Om Jones Comm (NYSE)	16 1/2	16 1/2
Om Jones Comm (NYSE)	16 1/2	16 1/2
Om Jones Comm (NYSE)	31 1/4	31 1/4
Om Jones Comm (NYSE)	9 1/2	9 1/2
Om Jones Comm (NYSE)	13 1/2	13 1/2
Om Jones Comm (NYSE)	31 1/2	31 1/2
Om Jones Comm (NYSE)	19 1/2	19 1/2
Om Jones Comm (NYSE)	22 1/2	23 1/2
Om Jones Comm (NYSE)	20 1/4	21 1/2

SUPPLIERS

Om Jones Comm (NYSE)	11 1/2	12 1/2
Om Jones Comm (NYSE)	15 1/2	14 1/2
Om Jones Comm (NYSE)	3 1/2	3 1/2
Om Jones Comm (NYSE)	12 1/2	14 1/2
Om Jones Comm (NYSE)	12 1/2	11 1/4
Om Jones Comm (NYSE)	17 1/2	18 1/4
Om Jones Comm (NYSE)	13 1/2	13 1/2
Om Jones Comm (NYSE)	13 1/2	12 1/2
Om Jones Comm (NYSE)	24 1/2	23 1/2
Om Jones Comm (NYSE)	29 1/2	29 1/2
Om Jones Comm (NYSE)	31 1/2	31 1/2
Om Jones Comm (NYSE)	16 1/2	16 1/2
Om Jones Comm (NYSE)	9 1/2	9 1/2
Om Jones Comm (NYSE)	22 1/2	22 1/2
Om Jones Comm (NYSE)	54 1/2	54 1/2
Om Jones Comm (NYSE)	18 1/2	18 1/2
Om Jones Comm (NYSE)	9 1/4	9 1/4
Om Jones Comm (NYSE)	143 1/2	139 1/2
Om Jones Comm (NYSE)	10 1/2	10 1/2
Om Jones Comm (NYSE)	28 1/2	29 1/4
Om Jones Comm (NYSE)	62 1/2	62 1/2
Om Jones Comm (NYSE)	35 1/2	37 1/4
Om Jones Comm (NYSE)	22 1/2	22 1/2
Om Jones Comm (NYSE)	44 1/4	46 1/2
Om Jones Comm (NYSE)	31 1/2	30 1/2
Om Jones Comm (NYSE)	7 1/2	8 1/2
Om Jones Comm (NYSE)	37 1/2	38 1/2
Om Jones Comm (NYSE)	31 1/2	29 1/2
Om Jones Comm (NYSE)	40 1/4	40 1/4
Om Jones Comm (NYSE)	4 1/4	4 1/4
Om Jones Comm (NYSE)	30 1/2	30 1/2
Om Jones Comm (NYSE)	18 1/2	19 1/2
Om Jones Comm (NYSE)	8 1/2	9 1/2
Om Jones Comm (NYSE)	84 1/2	85 1/2
Om Jones Comm (NYSE)	13 1/2	12 1/2
Om Jones Comm (NYSE)	29 1/2	29 1/2
Om Jones Comm (NYSE)	54 1/4	55 1/2
Om Jones Comm (NYSE)	14 1/2	14 1/2
Om Jones Comm (NYSE)	9 1/2	9 1/2
Om Jones Comm (NYSE)	17 1/2	19 1/4
Om Jones Comm (NYSE)	16 1/4	15 1/2
Om Jones Comm (NYSE)	14 1/2	14 1/2
Om Jones Comm (NYSE)	10 1/2	9 1/2

ADVERTISING AGENCIES

Om Jones Comm (NYSE)	6 1/2	6 1/4
Om Jones Comm (NYSE)	13 1/4	15 1/2
Om Jones Comm (NYSE)	9 1/2	9 1/2
Om Jones Comm (NYSE)	9 1/2	9 1/2
Om Jones Comm (NYSE)	9 1/2	9 1/2
Om Jones Comm (NYSE)	14 1/2	15 1/2
Om Jones Comm (NYSE)	11 1/2	12 1/2
Om Jones Comm (NYSE)	18 1/2	19 1/2
Om Jones Comm (NYSE)	7 1/2	7 1/2
Om Jones Comm (NYSE)	15 1/2	15 1/2
Om Jones Comm (NYSE)	4 1/2	4 1/2
Om Jones Comm (NYSE)	13 1/2	13 1/2

ading resumed on 7/23.

Guild meeting

(Continued from page 9)

posed resolution that asked the Guild to study for radiation hazards of video display terminals. The same committee expressed a related concern about new proficiency and speed standards some newspapers are setting for reporters who use the new equipment. It wanted a strong Guild stand against such standards.

Kenneth J. Brown, president of the 133,000-member Graphic Arts International Union, addressed the general session August 1. The two unions are moving toward a merger.

Charles A. Perlik, Jr., president of the Guild, has been invited to attend the annual convention of the GAIU in St. Louis next month as an official guest.

The GAIU, Perlik told E&P, has 3,000 photoengraver members at work in newspapers.

The Guild reported that the new *Toronto Star* contract has produced a \$280 top minimum for reporters and will bring almost 400 new employees into the Guild. As part of the settlement, the *Star* agreed to contract coverage for part-time depot drivers who now deliver bundles to carriers homes. It had claimed they were independent contractors.

Guild leaders disclosed that in contracts bargained in 1972, they reached an average two year wage and fringe benefit gain at top minimum level of \$56.56—the largest contract gain ever achieved. Average settlements last fiscal year for new two-year contract periods came to \$41.29. Of this, \$38.87 was direct money gains. Perlik said that "the amount that could be implemented because of bargaining under wage controls was only \$33.89."

Underground newspaper publishers are starting to act like establishment newspaper publishers according to the Guild.

Delegates quickly and unanimously passed resolution criticising Los Angeles Free Press because of alleged contract bargaining delays.

Bill would require news execs to reveal wealth

Newspapers editors and publishers would be forced to file personal financial statements under an amendment to an ethics bill, now being considered by the judiciary committee of the Ohio Senate.

Sen. Donald E. Lukens, a Republican, of Middletown, O., said the bill would require "high-level management" of Ohio's news media, including broadcasting executives, to disclose personal income and assets.

Public officials also would be included in the bill.

"When it comes to molding public opinion, these media executives have more sock than I do as a senator," said Senator Lukens. He said the financial statements requirement in the ethics bill is intended to reveal potential conflicts of interest.

The senator said his amendment is directed at editors, publishers and "those top executives who set editorial policy for the newspaper or for a broadcasting station." He said he has enough committee votes to pass the amendment.

Senator Lukens said he got the idea for his amendment from a dispute in the Ohio Legislative Correspondents Association, an organization of Statehouse newsmen. Some weeks ago, the members voted among themselves on the matter of personal financial revelations, among newsmen covering the state government, but the issue lost.

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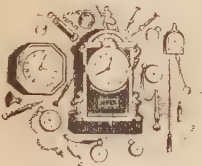
According to advertising director Louis Eindel, advertising in the new magazine sold out at 48 pages for the first seven weeks. Cal Roto in North Hollywood will print the supplement.

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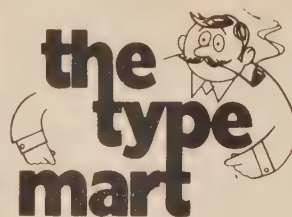
RADIO/TV STATIONS FOR SALE

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COMPUGRAPHIC 4961, many font strips, and spare parts kit and spare reader, 2 1/2 years old. \$6,750 or best offer. Singer Friden 8202 with reader, 1 year old. \$3,500 or best offer. Call Bud or Karl, toll free, at 800-621-8208.

PHOTON 560 with 3 disks in excellent condition. Contact H. Sterne, S. Rosenthal Co., Blue Ash, Ohio 45242. (513) 984-0710.

ENGRAVING

FOR SALE: 1 Brown Stainless Steel Sink Model WAB 21, 36"x48"x10", 1 Master Stainless Steel Sink 48"x38"x10", 1 Ball Automatic Pollution Control System Model PCS-2500, Going to a plastic plate. All items just one year old and in exceptional condition. Call Tom Bogardus, Business Manager, Palo Alto Times, P.O. Box 300, Palo Alto, Calif. 94302, (415) 326-1200.

MAILROOM

TRADE-INS...

Used MUELLER EM-10 news-paper inserting machine with 4 insert stations.

2 used Diddie-Glaser stuffers with 2 insert stations each.

MUELLER-MARTINI CORP.

40 Rabro Drive
Hauppauge, N.Y. 11787
(516) 582-4343

MATERIAL FOR SALE

SAVE MONEY on cold type paper and litho films. National Publishers' Supply (NAPSOC), Berlin, Wis. 54923, phone (414) 361-0650, or 18 W. 22nd, NYC, 10010, phone (212) 691-9850.

NEWSPRINT

ROLLS ALL SIZES—REHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:

PORTAGE (216) 929-4455
Box 5500, Akron, Ohio 44313

MACHINERY & SUPPLIES

MISCELLANEOUS

GOOD USED PRINTING
EQUIPMENT FOR SALE
AT VERY LOW PRICES

COMPOSING

INTERTYPE MODEL G-4-4, Serial #33716 — Intertype universal auto-spacer, Mohr saw, mold cooling blower, 4 fonts in main, 2 in auxiliary.

INTERTYPE MODEL G-4-4, Serial #20099 — Intertype universal auto-spacer, Mohr saw, mold cooling blower, 4 fonts in main, 2 in auxiliary.

INTERTYPE MODEL C-4, Serial #33161 — Intertype universal auto-spacer, Mohr saw, mold cooling blower, 4 fonts of mats.

INTERTYPE MODEL C-4, Serial #33156 — Intertype universal auto-spacer, Mohr saw, mold cooling blower, 4 fonts of mats.

Intertype Monarch, Ser. #5/025200 — Machine #35608.

Intertype Monarch, Ser. #5/025201 — Machine #35627.

4 Linotype Comets, Ser. #2369, 3494, 2207, 1691. 1 Linotype Model 33, Ser. #59384. Hammond Thintype Gilder. Model TG-36, Ser. #736. 2 Hammond Gilders, Model G-140, Ser. #12947, 12948. 2 Rouse Miterers, Ser. #1503, 1563. Rouse Miterer vertical, Ser. #2640. 5 work banks. 2 Hamilton pace storage cabinets. Ser. #1601002, C40537, 15221X-C4529-49, Wesel 12" electric proof press, Ser. #1275. Schaefer plastic base wax coater, 18", Ser. #TW-745. 2 Elrod strip casting machines, Ser. #F4243E, F1012G. 2 Lanston Monotypes, Series M, Ser. #12714 and 14500. 71 single chases and 3 double chases. 60 steel trucks. Vandercok proof press #325, Ser. #12117. Vandercok proof press #219AB, Ser. #18557.

STEREOTYPE

1 Wood special tension plate "Pony" with miller, chip remover and many fran conveyor. Kemp 7-ton gas pot with 2 carburetor blowers. 1 Goss molding machine. 1 Wesel flat router. 1 Wood (JB) twin plate curve router (W/L compressor). 1 Hoe single plate curve router. 1 Sta-Hi premier flat shaver. 1 Goss flat casting box. 2 flat scorches. 1 Wesel flat saw. 3 Sta-Hi Master Vac-Formers. 1 Goss metal pot. 1 1/2 ton. 1 Goss Nolen remelt pot, 5-ton. 1 electric Gillette. 2 double big molds, water cooled. 1 Sta-Hi final trim. 1 curved scorcher. (Eastern Newspaper Supply).

Call or write for information. All equipment in use and may be inspected. Will consider offer for entire amount of either composing or stereotype or both.

The Advertiser Co.
Montgomery, Ala. 36102
Herman Haynes or Sam Martin
(205) 262-1611

PRESSES & MACHINERY

3 SETS OF Y COLUMNS with RTP's for Goss Urbanite press. Box 1052, Editor & Publisher.

6 unit COTTRELL V-15A, 7 months old, complete Save \$50,000
3 unit NEWS KING, excellent condition \$32,500
NEWS KING units for add-on, sidelay, reconditioned, rollstand \$10,000

COLE QUARTER FOLDER and 2-Knife Trimmer, for TV magazines \$2,500

COLOR KING upper balloon former, very nice \$5,500

OFFSET NEWSPAPER EQUIPMENT
P.O. Box 226 Norcross, Ga. 30071
(404) 448-6550

(1) MARK I, Cutler-Hammer counter-stacker, serial #F24486C, 8 years old, excellent condition. In surplus due to change in production procedures. Available immediately. Asking \$5M. Contact Mr. Wynn, Purchasing Agent. (219) 743-0111, ext. 227.

MACHINERY & SUPPLIES

PRESSES & MACHINERY

GOSS METRO 8 unit, 2 color decks. 8 unit Urbanite, complete with folder. Box 1120, Editor & Publisher.

GOSS URBANITE, 6 units, excellent condition.

COTTRELL V-15A, 5 units, new 1968, with folder.

COTTRELL 4 or 5 unit V-15, excellent condition.

ROYAL ZENITH Zephyr, 2 unit with folder.

IPEC, Inc.

401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 738-1200

GOSS MARK I HEADLINER 4 units, 23 1/2" cutoff. Wood Reels, tensions, stereotype equipment, 32 saddles for direct printing. Priced to move at \$80,000. Available 90 days. Box 1159, Editor & Publisher.

GOSS 16-PAGE UNITUBE letterpress newspaper press with related equipment, excellent condition. Master Etcher (model 32), Hammond stereo equipment, Sta-Hi master mat former, Richards multi-form router, Hamilton 20-page power storage cabinet, Daily Sentinel-Tribune, Bowling Green, Ohio. (419) 352-4611.

Staying Letterpress???
Going Plastic???

6-UNIT GOSS UNIVERSAL

48 pages, plus 3 Color Humps, 1 Reversible.

King of single width LP semis. 1957 model, excellent condition. Complete with controls, motors, stereo equipment if wanted.

For Jan-Feb, '74 removal under contract, best offer will buy.

Will print color on 4 trucks, 40 pages or color on as many as 8 consecutive pages.

For Information, call (308) 382-1000:

Leroy Schwartz, Pressman
Jim Olson, Production Mgr.
Ralph Clark, Publisher

DAILY INDEPENDENT
Grand Island, Nebraska

COLOR KING, 2 units, 2 roll stands, quarter folder, counterstacker, electric roll hoist, ink agitators, can see running, about 1964. \$32,500. E. H. Richey Co., 1417 Georgia St., Los Angeles, Calif. 90015. (213) 748-5954.

COLE MODEL 101 quarter folder and two knife trimmer with vacuum system for Goss Suburban. Like new, half price. FOLDER, 909 E. 59th St., Los Angeles, (213) 235-3131.

WEB PRESS TRADE-INS

Color King—1965
II Unit Press complete—\$34,000
III Unit Press complete—\$49,000
IV Unit Press complete—\$64,000
V Unit Press complete—\$79,000

II Unit Pacer 36—New in 1969—Rebuilt by Web Press Corporation, complete with heavy duty half-quarter double parallel commercial folder, 40hp DC drive—\$42,000.

II Unit Thatcher—Rebuilt 18 months ago by Web Press Corporation, including new helical gears, complete—\$30,000.

Rebuilt Color King units and roll stand—\$15,000.

Econ-O-Web perfect press, one to eight units, available for immediate installation. We will take your trade. Send for our complete new and used equipment list, and the dealer nearest you.

WEB PRESS CORPORATION
200 S.W. Michigan Street
Seattle, Washington 98106
(206) 762-6770

MACHINERY & SUPPLIES

WANTED TO BUY

GOOD CONDITION INTERTYPE Monarchs equipped with Star Quadders, key boards, auto-setter or TTS units. Ron Brown, Courier Checks, P.O. Box 2058, Atlanta, Ga. 30301 (404) 762-8453.

USED GOSS COMMUNITY UNIT. Contact Robert Sykes, Post-Athenian, Athens, Tenn. 37303. (615) 745-5664.

INTERTYPE MONARCHS with Star Quadders and Auto Setters, multiface perforators, late model cylinder letterpress. Friedrich Typography, 636 N. Milpas, Santa Barbara, Calif. 93103.

NEWSPAPER SERVICES

ADVERTISING DISPATCH

DISPATCH PROBLEMS? HANsystem has been solving them for years. 3444 Country Club Dr., Medina, OH. 44256.

PRESS ENGINEERS

Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
SKIDMORE and MASON, INC.
1 Sherman Avenue
Jersey City, N.J. 07307
(201) 659-6883

PRESS TIME AVAILABLE

PRINT WITH THE PROS! Our publishers make \$\$\$ Photojournal Press, Box 760, Sandusky, Ohio 44870.

Help Wanted...

ACADEMIC

SOUTHERN METHODIST UNIVERSITY is searching for a chairman with strong professional and academic credentials (preferably, the PhD) to lead its rapidly growing department to the fullest potential. Appointment for fall, 1974. Contact Robert Mann, Chairman, Faculty Search Committee, Journalism Division, SMU, Dallas, Texas 75275.

MAJOR SOUTHEASTERN university J-school seeking instructor for 1-year appointment beginning September. Teach basic news writing, public affairs reporting courses, advise students. MA and minimum of 5 years media experience required. Send resume, salary requirements to Box 1260, Editor & Publisher. Equal Opportunity Employer.

ADMINISTRATIVE

BUSINESS MANAGER to train for general management of Northeast Daily with 20,000 circulation. Must have degree, be financially oriented, and able to learn quickly. We want a person with less than 15 years newspaper experience. \$25,000 income to start. Send resume to Box 1259, Editor & Publisher.

NEWSPAPER ASSOCIATION MANAGER

News, advertising, promotion or association experience could qualify you as replacement for long-time manager of nation's oldest and largest regional association of daily newspapers. Present manager retiring. Apply to Inland Daily Press Association chairman, W. G. Wheeler, South Bend (Ind.) Tribune, South Bend, Ind. 46626.

PUBLISHER for 100,000 daily circulation newspaper. Top Southeast location. Position available due to ownership plan to acquire second newspaper. Here is a terrific opportunity for a dynamic executive seeking greater responsibility and financial remuneration (\$80,000 plus). Send resume in complete confidence to President, Box 1254, Editor & Publisher.

HELP WANTED

ADMINISTRATIVE

WE WANT a profit minded, shirt-sleeve executive to participate in top management of a chain of suburban weekly newspapers located in New Jersey. Experience in production, financial control, collection procedures and advertising sales necessary. Excellent salary, generous benefits. Send detailed resume and salary requirements to Box 1242, Editor & Publisher.

ACCOUNTANT—CPA Northern California

Multi-plant group of newspapers with radio and TV stations has opening for experienced accountant—CPA preferred. Must have strong budgeting background. A challenging position at corporate level. Good salary plus liberal vacation, medical and retirement benefits. All replies handled in strict confidence.

Send detailed resume including availability to Box 1295, Editor & Publisher. (An Equal Opportunity Employer).

ADVERTISING ART

LAYOUT ARTIST

Major Canadian daily in Southwest Ontario—\$4,000, 6-day photo-comp publication needs experienced and energetic person to produce heavy volume of display layouts, some finished art and copy writing. Send resume to Marjorie Pearson, c/o The Windsor Star, 167 Ferry Street, Windsor, Ontario, Canada.

CIRCULATION

IF WE HAD THE RIGHT KIND OF Circulation Manager, one who is enthusiastic, aggressive and fully understands the whys and wherefores of circulation, we could add 4,000 new subscribers immediately. This job is for a small daily. The basic wages and fringe benefits are better than average. The incentive bonus is out of this world. Let us know what you have to offer. Located Zone 3. Box 1239, Editor & Publisher.

CIRCULATION DIRECTOR

We are seeking an aggressive, results-oriented person who can bring some innovative approaches to the top position in our circulation operation. The person we seek is probably employed either as a circulation manager/director or as the assistant. Ability to deal with employee relations challenges and develop a sound organization that can meet them successfully are our principal needs.

For the professional who can measure up to the opportunities of our M-E-S combination of offices, offer excellent salary and impressive array of benefits in an attractive Zone 3 community.

If you think you are the person, we would like to see your resume. Reply in confidence to Box 1270, Editor & Publisher.

AMBITIOUS, SALES-ORIENTED district manager needed for northern Indiana evening/Sunday. Must know agency operation as well as Little Merchant Plan. Good starting salary, bonus plan and a full range of benefits. Immediate opening. Send resume and salary requirements to Box 1230, Editor & Publisher.

DISPLAY ADVERTISING

Organize a new advertising department for a growing Northeastern Pennsylvania weekly newspaper. Experience essential. Competitive or better salary for energetic person who can successfully meet the challenge. We are a young newspaper with a young editor. Growth potential excellent. Send resume and salary expectations in confidence to The Wyoming Valley Observer, P.O. Box 256, Wyoming, Pa. 18644. Attn: Paul Warnagiris.

HELP WANTED

DISPLAY ADVERTISING

TIREDS OF STRICTLY SELLING? Large south Florida weekly group has opening for feminine staffer who can sell, write some society and general news. Camera experience would help. Will consider beginner. Send resume, salary expected and telephone number to S. H. Stalls, P.O. Box 1236, Clewiston, Fla. 33440.

AGGRESSIVE, PROMOTIONAL MINDED advertising salesman experienced in selling and serving both large and small accounts. Great opportunity to advance with strong weekly and shopping in growing organizations. Northwest Area 9. Send resume to Box 1190, Editor & Publisher.

ADVERTISING SALESMAN with ability to write some news. Experience on free circulation helpful. Should reach 5 figure salary in 6 months. Job open now, Area 6. Send references to Box 740, Editor & Publisher.

RETAIL ADVERTISING MANAGER to be part of management team, responsible to advertising Director. Western Nebraska's largest and most progressive daily, 17,000 ABC. Located close to mountain skiing and fishing, a nice area to live. Good salary, car allowance and bonus. Excellent fringe benefits. Send complete resume to Advertising Director, P.O. Box 451, Scottsbluff, Nebraska 69361.

FINANCIAL AD SALES

New York City location. Long-established financial newspaper is expanding. Need 2 ad sales people with background in dealing with agencies, financial institutions, Wall Street. Send resume. State present salary. Box 1246, Editor & Publisher.

DISPLAY ADVERTISING SALESMEN growing Florida group seeks four salesmen for its daily, bi-weekly and weekly papers. If you're ambitious, industrious and capable, we have a job for you. We've got a bright future. You can make yours bright with us. Write Director, P.O. Box 247, Haines City, Fla. 3844, or phone (813) 676-2571.

DEAD?

You are if you're not learning! Have you been passed over for a promotion lately? Maybe your boss has decided "A good salesman but not management material." Are you being prepared to assume management responsibilities? Or are you working for boss who enjoys keeping the secrets of management to himself? How much have you learned about the other departments of a newspaper?

Get off the treadmill and out of your rut and find out about our aggressive young organization that believes in preparing people for the next step up. Our advertising director needs a right eye to learn and grow FAST. We're a team that believes everyone should love about the "total product" and we it all goes together. And, we're tall enough to accomplish it!

We don't know all the answers, but we do know we're willing to learn. Help our new ad management solve their problems and they'll prefer you to replace them so they can live upward.

We offer no titles. We do offer a very good salary, commission, the usual fringe benefits and most important—the opportunity to learn and GROW. We join us in our small but ultra-modern daily in a pleasant and very competitive Zone 5 city. Start by writing to Box 1304 and include your own requirements.

WEST DAILY with 30,000 circulation needs Assistant Advertising Director. Our Advertising Director will be moving to General Manager's position with one of our papers in the next year. We need an enthusiastic placement man who can learn the job in short order. We want someone who is hungry with less than 5 years sales experience, \$18,000 plus to start. Advertising Director job pays \$24,000 a. Send resume to Box 808, Editor & Publisher.

EDITOR & PUBLISHER

HELP WANTED

DISPLAY ADVERTISING

ADVERTISING SALES POSITION on award-winning suburban Boston weekly newspaper group. Very good chance for advancement. Progressive salary and commission plan. Resume, references to Box 1261, Editor & Publisher.

ACCOUNT EXECUTIVE

Looking for a future? With paid medical insurance, good starting salary and liberal bonus program. We are looking for an aggressive sales-oriented self-starter with an eye to the future. This person should have some college, but sales experience is not necessary. Are You Ready? Box 1262, Editor & Publisher.

ADVERTISING SALESMEN, retail and classified, for daily newspapers in E&P Zones 5, 7 and 8. Send complete typewritten resume, references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

ADVERTISING SALES

Next winter in Florida?

... and every other by locating to the land of year 'round springtime.

Join Florida's best newspapers, where ambitious expansion plans are underway to meet the growth challenge of the Sun Coast.

If you are a seasoned advertising representative, well versed in retail display, with a track record of generating ideas in selling to major accounts, then this is your opportunity to join an enthusiastic, professional sales team, offering top-notch advertising to Florida's West Coast business community.

In addition to a good base salary, you'll set your own pace with one of the most imaginative incentive plans in the industry, plus partake of "extras" such as company paid profit sharing, pension plan, life insurance, health insurance, liberal paid vacations, regular and floating holidays, quarterly cost of living bonus, Christmas dividend, credit union, and many more not to mention the enjoyment of life on the Gulf of Mexico's sunny shores.

Ready for the challenge? Write to us, describing yourself and experience: Employment Office, Times Publishing Co., P.O. Box 1121, St. Petersburg, Fla. 33731.

ST. PETERSBURG TIMES
EVENING INDEPENDENT

SAN DIEGO COUNTY coastal weekly needs experienced newspaper display ad salesmen. Must be creative, ambitious, top notch. Salary plus commission. Coast Dispatch, P.O. Box 878, Encinitas, Calif. 92024.

ON THE MOVE AGAIN—Display ad salesmen who are aggressive and want a good market in which to show what they can do and be paid well for doing it. We are a Sunday AM newspaper with 100,000 circulation, Zone 5. Call (312) 471-2735 or write to Tempe, 6743 So. Western, Chicago, Ill. 60636.

EDITORIAL

CITY EDITOR

Creative, tough, diplomatic leader for major daily, Zone 2. Exciting local political scenes. The goal: excellence. The rewards: professional satisfaction and good pay. Full resume to Box 1243, Editor & Publisher.

WOMEN'S NEWS WRITER

Southern New England AM, PM, Sunday combination needs a writer with experience in feature work and layout. Opportunity for advancement within 18 months. We want someone ready to go by September 1st. Reply Box 1210, Editor & Publisher.

COPYREADER

Earn minimum of \$19,000 first year. Must be pro. Metro daily, Zone 2. Send full resume to Box 1224, Editor & Publisher.

for August 4, 1973

HELP WANTED

EDITORIAL

PICTURE EDITOR PHOTOGRAPHIC DIRECTOR

Metro daily seeking rounded newsman with administrative ability. Box 1252, Editor & Publisher.

EDITOR for Zone 7 offset daily, 10M circulation. We want experience, creativity and management ability and are willing to pay for it. Box 1253, Editor & Publisher.

STATE GOVERNMENT EDITORIAL WRITING

Unique opportunity to join staff of 7 writers with wide range of responsibilities. These include coverage of Illinois State Legislature and preparation of editorials on state, national and international issues.

News interpretation experience and Masters degree preferred. Excellent salary and benefits. Send resume to George B. Irish, Lindsay-Schaub Newspapers, Box 789, Decatur, Ill. 62525.

MANAGING EDITOR

Small Zone 1 daily, now 5000 circulation but with tremendous growth potential, needs a top news executive who understands how to produce a successful suburban daily in the shadow of metropolitan competition. Modern offset plant in prosperous small city offering ideal living conditions. Write Box 1199, Editor & Publisher.

REPORTER-PHOTOGRAPHER with strong background in both areas. Must be able to cover city-county affairs, write features, handle photo assignments and operate darkroom for small prize-winning daily in Southwest Missouri. Write or call Joe Sullivan, Editor, Nevada Publishing Co., 131 S. Cedar, Nevada, Mo. 64772. (417) 667-3344.

SPORTS EDITOR

If you're well on your way to the top—in your mid-30's or older—and have demonstrated leadership ability, you may qualify. If you're looking for a soft spot, you won't. Strong background on news and sports will get you an interview. What will you need to direct a nine-man staff to produce a sports section of major-league caliber in a beautiful offset plant? Hard skills in writing and editing, a knowledge of all sports, a talent for developing features while not neglecting the spot news, a lively imagination. This is a rare opportunity in an ideal climate and a red-hot sports town. Be prepared to undergo careful scrutiny. Send a detailed description of your concept of a sports editor's job, a resume and tear sheets to Dale Walton, Managing Editor, Tucson Daily Citizen, P.O. Box 26767, Tucson, Ariz. 85727.

EDITORIAL WRITER with at least 5 years experience for AM daily in Zone 2. Salary negotiable, excellent fringe benefits. Send resume to Box 1236, Editor & Publisher.

PHOTO EDITOR

Growing Los Angeles suburban daily needs help in getting maximum benefits from offset in color and black and white photos. Right person can help shape this newly created job. Work with four experienced photographers and editors in improving picture quality and generating ideas. We need someone with experience in editing, photography, color and offset. Salary negotiable. Contact Jim Bon, Managing Editor, South Bay Daily Breeze, 8215 Torrance Blvd., Torrance, Calif. 90509.

RELIABLE REPORTER-FEATURE WRITER for growing semi-weekly. Share variety responsibilities with enthusiastic staff in competitive situation. Flexible hours, moderate pay, start August 30. Chain offers room to grow. Call Pat Mitchell, Editor, The Ledger, Peterborough, N.H. (603) 924-7172.

HELP WANTED

EDITORIAL

REUTERS NEW YORK FINANCIAL DESK

Need slot man thoroughly familiar with filing national/international news wires and a minimum of 2 years experience in this role. Salary commensurate with experience—to \$19,000, and excellent fringe benefits. Knowledge of financial and corporate affairs a definite asset, but not essential.

Successful applicant will have a key role in the continuing expansion of Reuters' operations in this country, supervise a large staff, work closely with overseas bureaus and know how to cope with minute-to-minute deadline pressures.

There is no more exciting or demanding news operation in the country and our reputation for recognizing and promoting talented staff is unsurpassed.

Send a resume in confidence to:
Personnel Manager
REUTERS LTD.
1700 Broadway
New York, N.Y. 10019

Interviews by appointment only.

An Equal Opportunity Employer.

PHOTO-ORIENTED NEWSMAN needed by fast growing weekly to produce heavy volume of news and features. Write fully, including pic. and salary references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

Verde Independent, Box 517, Cottonwood, Ariz. 86326.

REPORTERS, DESKMAN for daily newspapers in E&P Zones 5, 7 and 8. Experienced or qualified beginners. Send complete typewritten resume, references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

FINANCIAL NEWSPAPER

Managing Editor

Must know securities industry, laws, regulations, etc. Ability to direct others and help plan expansion of long established paper. Send complete resume. State present salary. Location: New York City. Box 1238, Editor & Publisher.

COPY EDITOR—Daily newspaper seeks copy editor to fill key newsroom position. Must have prior editing, reporting and graphic arts background. Prefer someone with knowledge of North Shore area above Boston. Send resume to Box 1228, Editor & Publisher.

SUNDAY FEATURE EDITOR

Take charge of magazine, feature and news analysis, content of an established weekend edition, from developing story ideas to designing finished product. Medium sized daily, operating in highly competitive metropolitan area in Zone 5. Offers excellent salary and advancement potential. Required background: Reporting, copy editing, some supervisory experience. Submit resume listing employment history and expected salary to Box 1280, Editor & Publisher.

SPORTS WRITER/PHOTOGRAPHER to work with award-winning staff on one of suburban Washington D.C.'s fastest growing weeklies. If you want total involvement in community affairs, can produce good sports copy and imaginative photos, write to John Rouse, Editor, The Prince Georges County News, P.O. Drawer M, Bowie, Md. 20716.

HELP WANTED

EDITORIAL

EXPERIENCED INDIVIDUAL for Connecticut weekly with new second edition covering neighboring town. Must be good writer, copy editor, photographer, able to layout pages, enjoy variety and hard work. Box 1227, Editor & Publisher.

COPY EDITOR

The Metro-East Journal, a 42,000 PM daily, has an immediate opening for a copy editor. Reporting experience required, desk experience preferred. \$200 to \$265 per week, depending on background, plus periodic increases. Excellent benefits and growth potential. Send resume and salary requirements to George B. Irish, Lindsay-Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

EDUCATION WRITER with 3-5 years experience, prime credentials, for Big 8 University city, capital of 150,000. Must be able to probe below surface, spot trends, write bright, factual copy. Send resume, salary requirements to Gilbert Saverio, News Editor, Lincoln Evening Journal, Box 81689, Lincoln, Neb. 68501.

MANAGING EDITOR

We are looking for an experienced newspaperman to lead and further stimulate a professional 17-member staff in the development of its talents. Although our own community receives top priority coverage, our influence reaches beyond the city.

To the person with imagination, energy and proven management ability we offer:

1. The number one spot on a well-established, respected newspaper group providing the city's liberal voice.
2. Full editorial responsibility and a salary to match, including excellent fringe benefits.
3. The opportunity for real accomplishment—where your talents can be expanded and your goals achieved.
4. A medium sized Midwestern city that's ideal for raising a family.

Send resume in confidence to Box 1171, Editor & Publisher.

ASSISTANT EDITOR, Appalachian Heritage Magazine. Experience: Journalism, folklore. Begin September '73. Write: Albert Stewart, Box 132, Pippa Passes, Ky. 41844. Phone: (606) 568-2121.

SUNDAY EDITOR

Afternoon and Sunday daily, located in rapidly growing Southeast city of 43,000 population, has opening for Sunday Editor. Salary negotiable, based on experience and ability. Applicant should be capable in feature writing and photography, but will have available full AP wire, AP wirephoto, NEA feature package, Congressional Quarterly, PM NY Times and Chicago Daily News-Sun Times wire. This job is a stepping stone for further advancement in a prize-winning newsroom with a chance for variety in writing, editing and photography. Please submit resume and clips.

Box 1258, Editor & Publisher

QUALITY-CONSCIOUS PRO to be news editor of 13M offset daily, put spark in staff of 9. Send background, goals, samples to Roger Matz, Daily Sentinel, Fairmont, Minn. 56031.

REPORTER—Growing northeastern Pennsylvania weekly newspaper needs newsmen to cover suburban area. Must be a good writer, self-starter, hard working, take pride in covering all the news in his area. Experience desired. Talented newcomers considered. Competitive or better salary for energetic person who can successfully meet challenge. We are a young newspaper with a young editor. Send resume and salary expected in confidence to The Wyoming Valley Observer, P.O. Box 256, Wyoming, Pa. 18644. Attn: Paul Warnagiris.

HELP WANTED

EDITORIAL

ZONE 3 AM needs experienced copy editor and experienced reporter. Box 1275, Editor & Publisher.

WRITER-EDITOR: Tough challenge in Southeast for strong, tireless producer. Work in all media: press, magazines, publications, radio, TV film. Subjects are farming, food, fiber and fashion. Occasional air travel to South and West. Lively intellectual environment in showcase facility. Respectable salary and comprehensive fringe benefits. Must show solid skills in writing and editing, gained from education or experience. Must synthesize information in scientific and technical reports. Must do good interviews with erudite staff. Send resume, samples and recent photograph to:

Box 1276
Editor & Publisher

QUALITY JEWISH WEEKLY in Eastern metropolitan area wants reporter who can cover wide area; state experience, references. Box 1273, Editor & Publisher.

SPORTS DESK/WRITER

Midwest \$7,000 AM daily has an immediate opening for a sports desk man. Duties include editing local and wire sports copy. Also some writing, including column. Strong prep sports area. 4-man sports staff.

Ideal applicant will have some desk and sports writing experience. Excellent salary and benefits. Send resume listing employment history to Box 303, Editor & Publisher.

EDITOR-OWNER for \$75,000 award-winning weekly in county seat town in Zone 2; no money needed. Box 1297, Editor & Publisher.

WE'VE GOT AN IDEA about news coverage—local, in-depth, different and in a wider area. To make it a reality, we need to expand our staff and staff management. We're looking first for 2 top-notch managers with local experience. Call one a city editor, the other a managing editor. That'll do until we talk. We're a medium sized Southeast daily looking towards a new staff of 20 professionals. Send full resume to Box 1301, Editor & Publisher.

LIBRARIANS

METROPOLITAN DAILY, Zone 5, seeks assistant to head of Reference Department. Library degree and newspaper experience required. Box 1212, Editor & Publisher.

PHOTOGRAPHY

GREAT PHOTOGRAPHERS are

hard to find . . . but The National

Enquirer is looking for 45 of

them. The pace is fast and tough.

You'll travel the world, flying into

a luxury city one week and into

a jungle the next week. If your

family likes you home every night,

forget us. If you have top camera

ability, plus enthusiasm and a

love of hard work, send us 6 of

your best prints and tell us in

three paragraphs why you want

the job. No phone calls—and

your prints won't be returned.

Starting pay: around \$20,000. We

pay your moving expenses to

Florida. Write: Photographers, The

National Enquirer, Lantana, Fla.

33462.

HELP WANTED

PRESSROOM

DUE TO RETIREMENT, 6-day New England evening daily is seeking a training, experienced letterpressman capable of taking over as pressroom foreman. Must be union or eligible. Ideal situation for right person. Send resume to Joseph Dennis, Production Manager, Pawtucket Times, P.O. Box 307, Pawtucket, R.I. 02862.

PRESSROOM GENERAL FOREMAN wanted for 60,000 circulation morning-evening-Sunday, 6 unit Goss Headliner. Considering offset in future. Excellent opportunity with growing company. Please send background and references. Box 1261, Editor & Publisher.

PRODUCTION

Ground Floor Opportunity

GENERAL SERVICE MANAGER

A key management position, more challenge than afforded most people in a free time, and a very desirable Southern California location ideal for family, recreation and educational pursuits.

If you have effectively managed regional/national installation and service operation, you may be just the person we are seeking. You'll be responsible for directing an expanding staff of technical and equipment service personnel, working closely with sales and production to insure maximum installation, training and service support to customers. Newspaper product experience or graphic arts background is preferred, but are secondary to solid management experience.

Are you up to the challenge of helping us meet printing industry acceptance and demand for our product? Act now! Send resume and salary requirements to Box 1300, Editor & Publisher.

PRODUCTION MANAGER for 25,000, 7-day AM offset newspaper Zone 6. Must be capable of coordinating production from composing room through mail room. Present equipment includes VIP's, 191's, Autotek keyboards, Statim II camera, LogE processor and new Urbanite press. PDP-8 computer on order. This is a new position and affords unlimited opportunity for the right person. Box 1272, Editor & Publisher.

LINOFILM MAINTENANCE MAN for newspaper and commercial plant located in beautiful Northwest. Salary open. Excellent benefit program including profit sharing. Contact Timm Johnson, Clarke Publishing Co., 2027 N.W. Overton Street, Portland, Oregon 97209. Phone (503) 226-6201.

HELP WANTED

PRODUCTION

SHIFT SUPERVISOR—Offset, morning, daily newspaper. Must know machines, paste-up and supervise and train workers. New equipment. Chance to advance. Tell all in first letter.

Florida Freedom Newspapers, Inc.
Charles H. Fischer, Vice Pres.
P.O. Box 1940
Panama City, Fla. 32401

NEEDED—Someone with experience in doing pasteup. Also with camera experience. Offset. With repro books. Compugraphic typesetting machines. In fast growing area small firm with lots of potential. Call (305) 846-2165, Kissimmee, Fla.

PUBLIC RELATIONS

FEDERAL OFFICIAL seeks Washington press aide. PR or media experience required. \$12M-\$15M. Send resume to Box 1305, Editor & Publisher.

DIRECTOR OF PUBLIC RELATIONS at well-known private college for women near Boston. At least 2 years experience in Journalism or other related fields desired. Responsible post with emphasis on good relations with press, faculty and students. Send resume and salary requirements to Box 1234, Editor & Publisher.

PR WRITER

Good opportunity for bright writer with solid newspaper experience. We have an opening for an assistant account executive who wants to make a career in Public Relations.

Penthouse offices, pleasant working conditions, full range of employee benefits. Call or write Selz, Seabolt & Associates, 221 N. LaSalle St., Chicago, Ill. 60601. (312) 372-7090.

SALES

TWO MATERIAL HANDLING SALESMEN for Zones 4.5 and 6. Newspaper mechanical experience desirable but not essential. Resume and salary requirements to Box 1245, Editor & Publisher.

TO ANSWER BOX NUMBER ADS

IN EDITOR & PUBLISHER. Address your reply to the box number given in the ad, c/o Editor & Publisher, 850 Third Ave., New York, N.Y. 10022. Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manila envelope.

Positions Wanted...

ACADEMIC

TWO MASTERS are better than one. MA English, MS advertising. Writer, editor. Desire assistant professorship. Box 1286, Editor & Publisher.

ADMINISTRATIVE

QUALIFIED in all business and production phases from small to metropolitan papers. Age 43. Resume on request. Box 1206, Editor & Publisher.

SUCCESSFUL editor-executive seeks Midwest or mountain newspaper post. Profit-motivated. Inspires readership, circulation, advertising volume, staff loyalty. Outstanding recognition: writing, community news, typographical excellence, offset and letterpress. P.O. Box 683, Dillon, Montana 59725.

AD MANAGER—All departments, all size competitive papers. Young, aggressive, successful. Resume. Box 1211, Editor & Publisher.

ADMINISTRATIVE

GENERAL MANAGER/AD DIRECTOR. At 31, experience includes management of 19M daily, ad agency, newspaper ad sales and teaching university course in advertising design and sales. Box 915, Editor & Publisher.

ATTENTION PUBLISHERS: Vacationing former editor, age 42, with broad newspaper and PR experience, would appreciate a responsible position that entails a close, day-to-day association with a first-rate publisher. Box 1180, Editor & Publisher. Meanwhile, anyone for tennis?

ALL-ROUND MANAGER

21 years all phases, 14 in management. Advertising, circulation, personnel, assistant Business Manager-General Manager. Purchasing, budgets, forecasts. Strong negotiations, OSHA, EEOC, employee relations, policy. Now personnel manager, 48 family. Will relocate now. A. J. Pranger, Rose-Jin Ave., Quincy, Mass. 02169. (617) 479-4974, evenings, 472-7000 weekdays.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

CIRCULATION

CIRCULATION MANAGER available for medium size paper in Zone 2 or 4. real promoter. Will accept No. 2 position on larger operation. Familiar with country, city, single copy and dealers. Box 1250, Editor & Publisher.

EXPERIENCED SUPERVISOR seeks to become assistant circulation manager. Black man, family man. 13 years experience in district manager carrier organization. BS in Business Administration. Prefer Zone 8 or 9, consider others. Box 1218, Editor & Publisher.

PROFESSIONAL CIRCULATOR, 25 years experience. All phases. Competitive. Top record. Minimum \$25M. You'll get what you pay for. Exchange references if you can afford me. Box 068, Editor & Publisher.

CLASSIFIED ADVERTISING

PROVEN CLASSIFIED MANAGER, 7 years experience in all phases. Currently managing large recruitment advertising agency. Can show progressive minded publisher how to increase profitable revenue and expand into other areas of Classified. Salary range high 30's and well worth it. Write Box 205, Editor & Publisher.

DISPLAY ADVERTISING

AD DIRECTOR, small daily, 50, BJ Missouri, \$250. Area 3,4,6. Box 1031, Editor & Publisher.

ADVERTISING DIRECTOR, 50, with all around experience in all fields of newspaper advertising wants to relocate in San Francisco Bay or Pacific Northwest area. Presently located in rea 8. Strong on motivation and production. Good lineage record in competitive markets. Capable, enthusiastic and positive management attitudes. Box 1278, Editor & Publisher.

EDITORIAL

OUNG J-GRAD seeks slot with daily weekly. Background includes feature writing, copy reading, layout, makeup a college publications. Now in East, it willing to go anywhere for right job. Box 1231, Editor & Publisher.

TRITER, 29, with 7 years in-depth editorial and advertising experience, seeks desk position. Past editorial assignments include copy editor, city editor, news editor, columnist. Extensive youth and editing background. BSJgree, family, now employed in Zone Write Box 1229, Editor & Publisher.

HO SAYS JOURNALISM graduates not creative? Try me, you won't be rry. I do news, features and sports. ul (618) 549-2363.

EWSMAN, 37, seeks spot on weekly small daily. Broad newsgathering d editorial experience in weekly publication including photography. MA illian experience (703) 527-9141. Paul illivan. 3558 Nellie Custis Dr., argton, Va. 22207.

ETERAN NEWSPAPER, wire service porter, deskman, presently employed, king for good afternoon newspaper Southeast with need for editorial, iting talent. Excellent references. ox 1264, Editor & Publisher.

OLID EXPERIENCE, reporter, news itor, managing editor, editorial page reporting, general assignment. National bylines. Top references. mily man, 38, creative, self-starter, rest major move for me. Seeking real alliance with progressive organization. Box 1306, Editor & Publisher.

EDITORIAL

BUSINESS REPORTER, 18 years editorial experience, seeks challenging post with trade association. Will travel, relocate. Box 1263, Editor & Publisher.

AMBITIOUS COPY EDITOR now on AM daily seeks to move ahead on PM daily. I'm 36 with 12 years know-how as editor-reporter covering all major beats: Government (village, city, county); courts; sports; and special assignments. Married. Let's get together and equate my expertise to your newsroom needs. Write Box 1232, Editor & Publisher.

1973 PULITZER NOMINEE and winner of ABA gavel, American Trial Lawyers list place award, plus many others. Expert, law, courts, investigative. Experienced all areas. Seek medium daily East-West coast, area more important than salary. Degree, excellent references. Box 1184, Editor & Publisher.

COLUMBIA COLLEGE June grad desires challenging work in journalism. Experience and drive. Box 1096, Editor & Publisher.

AUGUST '73 MA grad seeks reporting job. A year's writing experience as graduate assistant. Zones 1 or 2. Box 1221, Editor & Publisher.

EXPERIENCED POLICE REPORTER, 25, with large Midwest daily going to Peru, Argentina, Chile and Uruguay. Need paper to carry stories. Leaving middle August. Box 1266, Editor & Publisher.

AGGRESSIVE SPORTSWRITER versed in all phases of production (3 1/2 years) desires small daily editorship or spot on larger sports staff. Box 1247, Editor & Publisher.

YOUNG REPORTER for motorcycle magazine seeks general assignment spot on daily or weekly. Experience in freelance, PR and photography. BA in Political Science-Communications with college journalism experience. Zones 1, 2, 5, 7 and 9. Clips and references available. Box 1148, Editor & Publisher.

REPORTER CURRENTLY CHAINED to desk wants back out where it's happening. In 4 years as newsman, have covered sports, police, school board, city government, courts and local politics. Box 1191, Editor & Publisher.

FEATURE WRITER, 28, seeks post on metro daily. Experience: 1 year writer and associate editor for weekly supplement to 2 major dailies; speech and research writer, Washington, D.C. MSJ Medill School of Journalism, Northwestern. Box 1266, Editor & Publisher.

SOUTHWEST—Competent newsman, now employed, seeks position in Southwest. Hard worker. Box 1290, Editor & Publisher.

FILM CRITIC—Currently feature writer, leading film for 12 years. Also PhD student in film. 2 Masters, author 9 books in humor, humanities (Macmillan, Doubleday, Prentice-Hall). Box 1292, Editor & Publisher.

NEW TECHNOLOGY no problem. News editor 90,000 daily seeks move into 18-year veteran. In middle hot type conversion. Scanners, VDTs, IBM Selectrics. No sweat. Let me pilot your ship during the storm. Box 1294, Editor & Publisher.

REPORTING PRO, 30, digger and colorful writer on prestigious metro daily wants to leave one of blandest, most predictable cities in Christendom and hone investigative skills in hot news town: political capital, perhaps, or truly cosmopolitan city. 4 1/2 years with present employer in urban affairs reporting, general assignments, investigations, various supervisory desk jobs. Princeton grad, some law school, Peace Corps and teaching background, family man but mobile. Box 1299, Editor & Publisher.

EDITORIAL

14 YEARS experience in trade, technical, and educational publications updated by MA from University of Texas. Background includes reporting, writing, photography, production, marketing, and editing. Seeking editorial position available September 4. For a resume listing the 5 W's write: John Suddath, 2021 Guadalupe, Austin, Tex. 78705. (512) 478-9253.

WHAT? HE HASN'T WRITTEN A NEWS STORY IN 7 YEARS? True, but anxious to get back in fold. Leaving New York City, will relocate in Zones 1, 2, 3 on small or medium daily or magazine. Hours, salary open. No Sports, Male, 81, single, Photo, clippings upon request. Availability: September/October. Box 1147, Editor & Publisher.

WOMAN REPORTER, 24, single, BA politics, tri-lingual, studied in France, Italy, Switzerland. 2 years staff Wisconsin daily. Any writing job Boston area. Box 1281, Editor & Publisher.

RELOCATING in northern Virginia, must relinquish editorship of People Section on Midwest Gannett daily. Experienced newspaper (cold type), technical writing/editing, magazines. Stanford grad. Box 1234, Editor & Publisher.

ASPIRING SPORTSWRITER, some professional experience, promises lively copy and total effort if given opportunity to launch career. Wide experience on student newspaper, BA, law school. Clips and resume sent at slightest provocation. Larry Morris, 105 S. Whippes Mill Rd., Louisville, Ky. 40222. Call (502) 425-9914.

SEASONED NEWSMAN who will give you quality writing as well as quality reporting seeks challenging reporting job. Fair-minded, accurate, strong on both features and fast-breaking news. Has written a column of humor. Capable photographer. Family man. Excellent references. Available immediately. Box 1287, Editor & Publisher.

SKILLED human interest writer-reporter seeks Sunday, daily or weekly writing spot. Broad, solid news background, age 47. Box 1302, Editor & Publisher.

NEWSPAPER FUND SCHOLAR. Degree, 3 years in writing. Desire reporting job. Can type, use 35mm camera, radio and TV exposure. Resume, clips available. Box 1289, Editor & Publisher.

FILM EXPERT—Tired of reviews that are 60% intuition and 40% personal prejudice? Have MA, near PhD in film. Can write for general audience. Will send samples. Box 1291, Editor & Publisher.

EDITORIAL

REPORTER, 10 years experience, all beats. Will consider offer from any newspaper. Box 1269, Editor & Publisher.

FEATURE WRITER, 2 years daily newspaper experience plus magazine freelance. Can do humor, pathos. Excellent clips. Box 1271, Editor & Publisher.

CONSUMER COLUMNIST needs help. Ex-college editor wishes to relocate and learn other aspects of profession. Money no object. Zone 9. Box 1277, Editor & Publisher.

SEASONED NEWSMAN would like family to breathe clean air. Offer 15 years experience in return. Seek city editor, news editor, reporter. Box 1279, Editor & Publisher.

INDUSTRIOUS '73 Missouri J-school MA seeks challenging position. 5 years business experience. Willing to relocate. Box 1282, Editor & Publisher.

FREELANCE

ROCK SCENE. Articles, interviews or column. from David Bowie to Mor. Good contacts, former editor, 8 years experience. Box 1192, Editor & Publisher.

WRITER-PHOTOGRAPHER, 20 years newspaper pro, touring California vacation resorts from Monterey to Mexico. Any West Coast assignment considered. Reasonable and professional. MacDowell, P.O. Box 82024, San Diego, Calif. 92138.

PHOTOGRAPHY

PHOTOGRAPHER: Metro daily-TV news experience. Dal Bayles, 4431 N. 64th St., Milwaukee, Wis 53216.

PRESSROOM

FOREMAN LOOKING for position in management. 13 years metropolitan newspaper experience. 13 years Rotogravure pressroom experience, 6 years as foreman. Willing to relocate. Box 1213, Editor & Publisher.

PRODUCTION

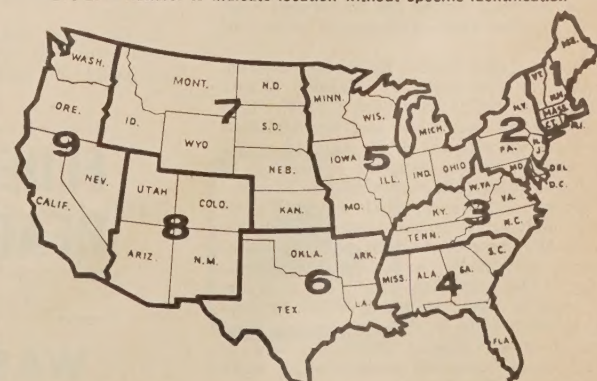
COLD TYPE PRODUCTION MAN with hot metal experience can convert or upgrade your system. Send for resume. Box 1274, Editor & Publisher.

PUBLIC RELATIONS

PUBLICITY—10 years PR, 15 news; excellent writer, idea man; now working. Box 1296, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Press praised at conference of attorneys

The 27,000 member Association of Trial Lawyers of America gave generous praise to the press at its annual convention (July 23) at Bal Harbour, Florida.

Prior to the awarding of merit certificates to news media, an audience of 300 lawyers greeted Bob Considine, the *Hearst Newspapers* columnist, with a standing ovation after he recited how the press had kept the heat on the Watergate rascality. But Considine said he believes the news media should adopt a low silhouette and not gloat over fallen figures in government.

A federal judge, Robert W. Hemphill of South Carolina declared: I have nothing but salutation for a free press. He urged it to continue its exposure of corruption in high places and misconduct by members of the bar.

The association's president, J. D. Lee of Madisonville, Tenn. presented media merit awards with the statement that "they are just one measure of our support of the press. 'We are strongly with you,' he said, 'in your continuing efforts to keep the public fully informed. We fully back you in your fight to retain complete freedom of the press and to guarantee the people's right to know.'"

The lawyers association has gone on record in favor of Congressional action on a reporter confidence shield law. In a singular gesture, the ATLA conferred a special citation on Edward S. Kerstein, legal affairs reporter for the *Milwaukee (Wis.) Journal* since 1935, according to Kerstein's recollection he has covered 15,000 court cases in trial and appellate courts since he became a night police reporter. During World War II he served as the *Journal's* correspondent in Poland. He is responsible for a Law Day, U.S.A. section in the *Journal*.

The media awards were given to the following: *Los Angeles Times* and its editor, William Thomas, for in-depth reporting of the free press-free trial controversy; *Tucson (Ariz.) Daily Citizen* for a series by Nicki Donahue exposing mismanagement and irregularities in the probate courts, resulting in judicial review of 20,000 cases; Jack Kasewitz, chief editorial writer for the *Miami Herald*, accepted the certificate in behalf of the citizen.

In an Atlas Public Relations program which is fashioned by Berger, Olson, Beaumont Inc. of New York City, the firm reported that much has been accomplished in relations with the media and the public in respect to the lawyers opposition to no-fault automobile insurance.

Today, Berger reported, the media almost without exception respects and reports the lawyers no-fault position objectively. Editorially, a far greater percentage of the press has, over the last several months, dealt primarily with passage of no-fault bills in the state rather than the proposed federal legislation and in some cases expressed preference for state experimentation first.

6 newspaper admen will meet with movie owners

The National Association of Theatre Owners said this week that six newspaper advertising executives have accepted an invitation to participate in a "Meet the Press" symposium at the annual convention of the organization that will be held from September 17-20 at the Hilton Hotel in San Francisco.

NATO said the newspaper participants will be Jack Kauffman, president of the Newspaper Advertising Bureau; Richard W. Carpenter, vicepresident for marketing of the *Philadelphia Bulletin*; Thomas K. Crowe, president of the International Newspaper Advertising Executives and ad director of the *Indianapolis Star and News*; Thomas R. Gormley, executive vicepresident of the *Cincinnati Enquirer*; Warren S. Magood, retail advertising manager of the *Los Angeles Times*; and W. W. Meyer, advertising manager of the *Kansas City Star*.

The meeting is an outgrowth of discus-

sions that have been taking place recently between newspaper admen and NATO over problems centered on newspaper ad rates and acceptance standards. (E&P, June 30).

According to NATO, the newspaper executives will disclose the findings of several research studies relating to moviegoer attitudes in a 20 minute presentation on the morning of September 17. They will also discuss, NATO said, ways in which exhibitors can more effectively utilize newspapers to stimulate theater attendance, as well as suggest creative approaches for promoting motion pictures.

A question and answer period will follow the presentation.

Roy W. White, president of NATO, was a featured speaker at the summer meeting of the International Newspaper Advertising Executives in Halifax.

Two J-schools receive Gannett stock grants

A \$1 million grant to support the Urban Journalism Center at Northwestern's Medill School of Journalism and a \$300,000 grant to assist in modernization of the journalism and communications building at Oklahoma State University have been made by the Frank E. Gannett Newspaper Foundation, Inc.

At the close of trading July 30 on the New York Stock Exchange, Gannett stock had advanced to 37%, increasing the worth of Medill's 30,189 shares to \$1,137,358.40 and of Oklahoma State's 9,057 to \$341,207.54.

Northwestern's Urban Journalism Center, designed to develop public understanding of urban issues through improved press performance, will name the center and its fellowships in honor of the late Frank E. Gannett, and will designate 1974 as the dedicatory year of the Frank E. Gannett Urban Journalism Center.

The late Gannett was principal founder of the foundation, an educational and charitable fund, as well as Gannett Co., which has 53 newspapers in 16 states and on Guam.

I. W. Cole, dean of the journalism school, said that "during 1974, there will be a series of Frank E. Gannett lectures."

by journalists on the challenges facing the press in its coverage of urban issues."

The Gannett Foundation grant will be matched by a \$1 million grant for endowment from the Ford Foundation, which helped establish the center on an experimental basis with an initial grant of \$1 million in 1966.

The grant for enlargement and modernization of Oklahoma's State's journalism and communications building was described by Harry Heath, director of the school, as "crucial" in that "it insures that the ground will be broken in the near future. We see it as a vote of confidence in the growing prestige of our program..."

Speaking of the two grants, foundation executive vicepresident Vincent S. Jones, the operating head, said that a nationwide study of journalism school needs and problems was conducted for foundation trustees.

The Gannett Newspaper Foundation Inc. was established in 1937, and today owns 21.8 percent of the stock of Gannett Co. The foundation, which in its first year gave \$2,250, this year is making total grants of \$9 million—\$3 million to journalism-related projects.

On July 16 the foundation authorized a challenge grant of \$1 million to the University of Florida journalism school for its building program.

FEDERAL DECISION MAKERS READ IT . . . BELIEVE IT

and so do nearly a million others.

WASHINGTON STAR-NEWS

Washington, D.C.

When a big insurance story breaks, we can help you put it together.

Keeping up on car insurance news today isn't the world's easiest assignment. Getting the facts is only half the job.

The hard part is understanding them and making them easily understood.

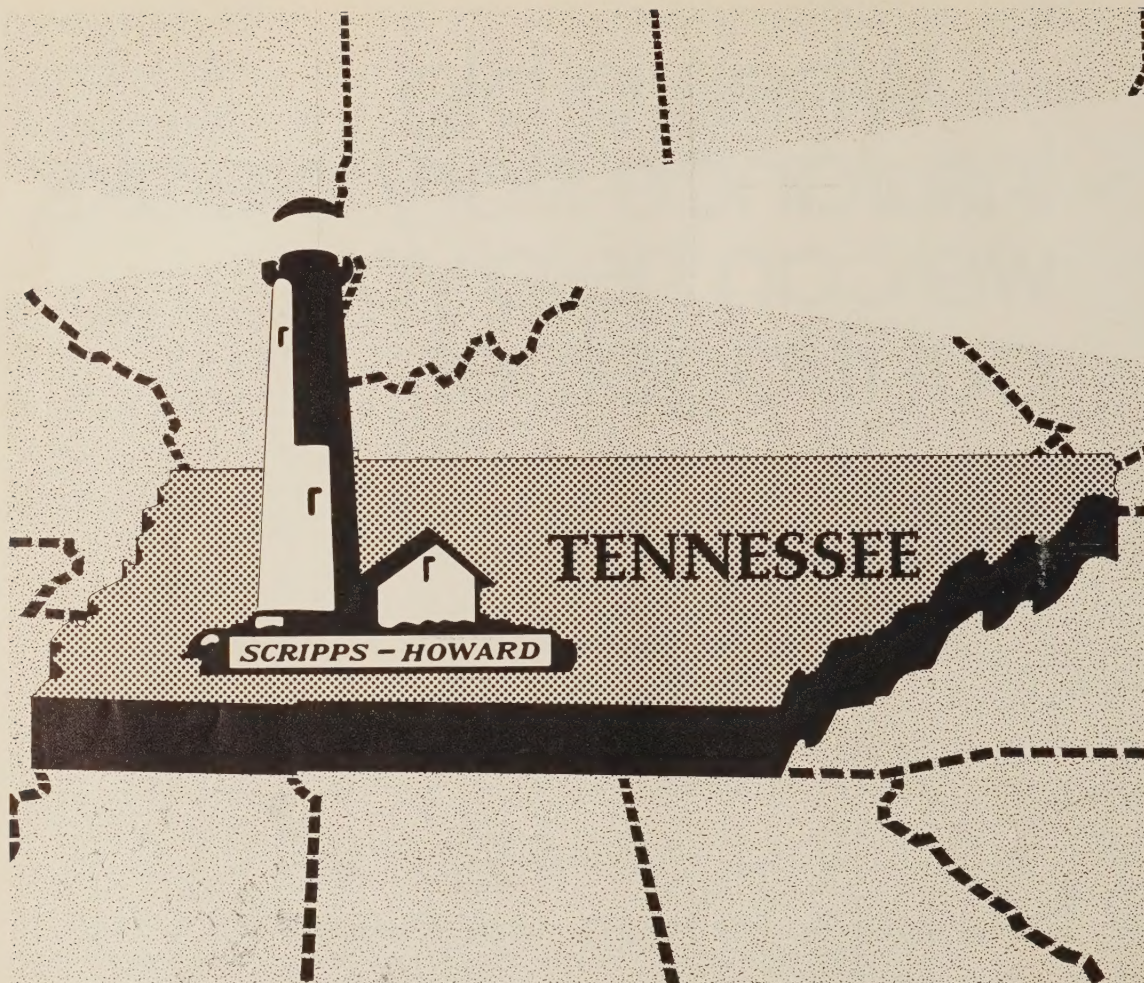
Our Press Relations Department can help.

You'll get the straight facts you want, and straight talk, too. Fifty years experience says we understand the insurance business. And the fact that many of the top editors and columnists in the country contact us for information says we understand your field, too.

Give us a call. Our staff of news-trained pros will fill you in quickly, and accurately. And with an understanding that comes from being first in car insurance.

Call 309/662-2521 or 309/662-2063
Department of Public Relations
State Farm Insurance Companies
Bloomington, Illinois 61701





The Memphis Press-Scimitar, an afternoon Scripps-Howard newspaper, and three staff members are winners of the John W. Finney Memorial Award for excellence in the field of public service reporting.

The annual prize of the United Press International's Tennessee Association of Newspapers (UPITAN) was presented for a series of articles published last summer and fall detailing extensive Memphis police department in-fighting, low morale and reports of police misconduct. The series led to a top-level investigation, departmental

reorganization, and a cleanup which is continuing today.

Staff members honored were City Editor Van Pritchard Jr., Night City Editor Ray G. Wilson and Reporter Kay Pittman Black.

The award is presented to the Tennessee newspaper which, in the opinion of the judges, has accomplished most in promoting the welfare of the community it serves. The award is in memory of the late John W. Finney, publisher of the Columbia (Tenn.) Daily Herald.

SCRIPPS-HOWARD NEWSPAPERS

ALBUQUERQUE TRIBUNE • BIRMINGHAM POST-HERALD • CINCINNATI POST & TIMES-STAR/KENTUCKY POST & TIMES STAR • PITTSBURGH PRESS
 EL PASO HERALD-POST • EVANSVILLE PRESS • MEMPHIS COMMERCIAL APPEAL • CLEVELAND PRESS • COLUMBUS CITIZEN-JOURNAL
 DENVER ROCKY MOUNTAIN NEWS • KNOXVILLE NEWS SENTINEL • MEMPHIS PRESS-SCIMITAR • THE STUART (FLA.) NEWS • FORT WORTH PRESS
 HOLLYWOOD (FLA.) SUN-TATTLER • THE SAN JUAN (PUERTO RICO) STAR

Advertising Dept., 200 Park Avenue, New York City

Atlanta

Chicago

Dallas

Detroit

Los Angeles

Philadelphia

San Francisco

